



Laurie H. Selkowitz

Partner

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Laurie's practice focuses on the intersection of technology, privacy, and the law, helping clients navigate complex issues, compliance, and the evolving legal landscape of intellectual property law.

She provides transactional support to national and international B2B and B2C entities ranging from start-ups to Fortune 500 companies across various industries, including technology, media, telecommunications, consumer products, transportation, manufacturing, and retail. Laurie also has significant experience counseling clients on the development, implementation, and use of emerging technologies and platforms such as machine learning and artificial intelligence, the Internet of Things (IoT), ad-tech, and other innovative marketing technologies.

Laurie is a frequent speaker at industry events and panels, sharing her expertise on advancements in technology, data privacy and security, and women's initiatives.

Professional Affiliations

- Certified as an Information Privacy Professional (CIPP/US) by the International Association of Privacy Professionals (IAPP)
- Member, International Association of Privacy Professionals (IAPP)
- Member, California Lawyers Association (Privacy Law Section)

Charitable & Civic Involvement

- Board of Governors, Cedars-Sinai Medical Center
- Committee Member, Lupus LA
- Ambassador, Children's Hospital Los Angeles

Awards

- Selected as a "Rising Star" for Southern California by Super Lawyers in the field of Technology Transactions, 2020-2024

Bar Admissions

- California

Court Admissions

- United States District Courts for the Central, Eastern, Northern, and Southern Districts of California

Education

- Pepperdine University School of Law (J.D., *cum laude*, 2010)
 - CALI Award for Highest Grade in Antitrust
- University of Illinois at Urbana-Champaign (B.A., *highest honors*, 2007)
 - Bronze Tablet Recipient (top 3% of graduating class)

Representative Experience

- Advise clients on transactions for the development, acquisition, licensing, and outsourcing of intellectual property rights and technology, including software licenses, hosted solutions, cloud technology offerings (SaaS, IaaS, PaaS), and e-commerce solutions.
- Represent clients in drafting and negotiating agreements for subscriptions and use of technology, including storage and protection of customer data and exclusivity and ownership rights related to data generated from artificial intelligence and other technologies.
- Represent developers and content licensors in agreements for content distribution, advertising, and technology, including agreements relating to free ad-supported streaming television (FAST).
- Represent clients across industries regarding new product development and expansion into new technologies, distribution channels, markets, and industries.
- Advise clients regarding customer relationships, including issues relating to data privacy and security (including issues relating to the collection, management, and use of personally identifiable information), network connectivity, and service level and outage liability (including addressing impacts on customers and negotiating refunds and credits to customers).
- Advise clients across industries on all aspects of data and privacy-related transactions, including issues relating to the sale, purchase and licensing of data and the protection, collection, management, and use of consumer data (for both data controllers and data processors).
- Advise clients on a broad range of privacy and security issues, including compliance with existing and emerging privacy regimes and other state-specific pre-breach security requirements and breach notification requirements and managing the data breach response process.
- Advise clients on best practices in preparing terms and conditions and privacy policies for websites and mobile applications.

- Represent clients in drafting and negotiating agreements (including insertion orders and amendments to IAB advertising terms) with demand- and supply-side platforms, data management platforms, ad servers, data analytics providers, and publishers, including agreements for data licensing, programmatic buying, data optimization, targeting, ad content, and development.
- Advise clients on strategies to monetize content across digital and traditional media platforms (including online and mobile applications, print, and television), and draft and negotiate agreements for digital sales platforms, serving and placement of targeted advertisements, sale of advertising inventory, and delivery of location-based advertising using cloud-based technology.
- Counsel clients (both licensors and licensees) regarding general intellectual property matters, including means of protecting intellectual property assets (including through non-disclosure agreements, confidentiality agreements, and proprietary information agreements), acquiring and selling intellectual property assets, and licensing of intellectual property assets.
- Represent clients in drafting and negotiating services agreements, including agreements relating to professional services, consulting services, staffing services, and marketing, sponsorship, promotion, and advertising services.
- Represent clients in drafting and negotiating agreements for manufacturing, sourcing, and procuring materials, products, services, and equipment, including agreements relating to supply and distribution, procurement of materials and packaging, co-packing, warehousing, logistics, and transportation.

Insights

February 19, 2025

Greenberg Glusker Welcomes IP & Technology Partner Laurie Selkowitz