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## LAURIE H. SELKOWITZ

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WARGO, FRENCH & SINGER LLP  
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SUITE 4625  
LOS ANGELES, CALIFORNIA 90017  
310.853.6605 *DIRECT DIAL NUMBER*

### **Practice Areas:**

Ms. Selkowitz practices in the following areas:

Corporate and Business Transactions  
Data Privacy and Security

### **Representative Matters:**

- Advises clients on transactions for intellectual property rights and technology development, acquisition and licensing, including, without limitation, software licensing, software as a service offerings, hosted solutions, cloud technology, machine learning and artificial intelligence, edge computing, Internet of Things (IoT), turn-key solutions, managed services, integration and implementation services, data storage services, support services, benchmarks, and service levels.
- Advises clients regarding customer relationships, including, without limitation, 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).
- Represents media clients regarding new product development and expansion into new technologies, distribution channels, markets and industries.
- Advises 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 user and customer data (including personally identifiable information).
- Advises clients on best practices in preparing terms and conditions and privacy policies for websites and mobile applications.
- Advises clients with respect to a broad range of privacy and security issues, including compliance with existing and emerging privacy regimes (including state privacy laws and GDPR) and other state-specific pre-breach security requirements and breach notification requirements and managing the data breach response process.

- Represents clients in preparing, reviewing and negotiating contracts (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, without limitation, contracts for data licensing, programmatic buying, data optimization, targeting, ad content and development.
- Advises clients regarding the monetization of websites and mobile applications, including contracts for digital sales platforms, serving and placement of targeted interactive media advertisements, sale of digital advertising inventory, and delivery of location-based advertising using cloud-based technology.
- Counsels 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.
- Represents clients in preparing, reviewing and negotiating consulting and services contracts, including, without limitation, contracts related to professional services, staffing services, and marketing, sponsorship, promotion and advertising services.
- Represents clients in preparing, reviewing and negotiating contracts for manufacturing, sourcing and procuring materials, products, services, and equipment, including without limitation, contracts related to supply and distribution, procurement of materials and packaging, co-packing, warehousing, logistics, and transportation.

**Education:**

**Pepperdine University School of Law**, Malibu, California

J.D., *cum laude*, 2010

**Honors and Activities:**

Lead Literary Citation Editor, *Journal of Business, Entrepreneurship & the Law*

CALI Award for Highest Grade in Antitrust

Janet E. Kerr Achievement Award for Best Journal Article

**University of Illinois at Urbana-Champaign**, Champaign, Illinois

B.A., *highest honors*, 2007

**Honors:**

Bronze Tablet Recipient (top 3% of graduating class)

James Scholar

Campus Honors Program

**Professional Activities:**

- Certified as an Information Privacy Professional (CIPP/US) by the International Association of Privacy Professionals (IAPP)
- Selected as a “Rising Star” for Southern California by Super Lawyers in the field of Technology Transactions, 2020-2023
- Co-Chair, Transactional Practice Area Committee of The National Association of Minority & Women Owned Law Firms (NAMWOLF)
- Member, International Association of Privacy Professionals (IAPP)
- Member, California Lawyers Association (Privacy Law Section)
- Board of Governors, Cedars-Sinai Medical Center
- Ambassador, Children’s Hospital Los Angeles
- Committee Member, Lupus LA

**Bar and Court Admissions:**

- State Bar of California
- Admitted to practice in the United States District Courts for the Central, Eastern, Northern, and Southern Districts of California