



## → Brian D. Anderson

### Partner

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Brian Anderson is a Partner in Sheppard Mullin's San Francisco office.

He leads the Firm's Technology & Commercial Transactions Practice and Advertising and Sports Industry Teams.

### Areas of Practice

Brian represents clients on technology, commercial, and advertising deals and regulatory compliance issues in the Retail and Consumer sector and Sports sector.

His experience includes:

- global sports and events sponsorship, media rights, naming rights, and other advertising deals;
- licensing, software, and other IT deals;
- product distribution and commercial deals; and
- data privacy compliance projects.

He is particularly focused on issues arising from the use of new technologies and business models, such as blockchain (NFTs, digital assets, etc.) and interactive entertainment (metaverses, virtual worlds, esports, etc.).

The *Daily Journal* named Brian one of the top 40 attorneys under 40 in California in 2016.

Brian has been ranked in Media, Technology and Telecoms, *Legal 500*, every year since 2014.

### Honors

Top 40 Under 40, *Daily Journal*, 2016

Technology Transactions, *Legal 500 US*, 2014-2021

Cyber Law, *Legal 500 US*, 2020-2021

### Experience

#### 25 present and past representative matters:

- **Mastercard** – sponsorship deal with Riot Games to sponsor the League of Legends European Championship (esports)

- **Block (Cash App)** – sponsorship deal with Red Bull Formula One Racing Team and driver Max Verstappen
- **Under Armour** – UA’s first NFT launch into metaverses with digital Steph Curry Sneakers
- **Mastercard** – sponsorship deal with soccer superstar Lionel Messi
- **Block (Cash App)** – sponsorship deal with NASCAR driver Bubba Wallace and the No. 43 Chevrolet Car
- **Mastercard** – sponsorship deal with soccer superstar Neymar
- **Block (Cash App)** – sponsorship deal for Floyd Mayweather vs Logan Paul pro boxing fight
- **Mastercard** – sponsorship deal with UEFA Champions League
- **Chelsea Football Club** – Chelsea Digital Venture’s launch of “Perfect Play” mobile app business
- **Mastercard** – sponsorship deal with NWSL (pro women’s soccer league) Players Association
- **Burberry** – deal with Mythical Games to launch branded NFT accessories in the Blankos Block Party online game
- **GitHub** – hundreds of enterprise software licensing deals
- **adidas** – sale of TaylorMade Golf to KPS Capital Partners for \$425 million
- **GitHub** – acquisition of Ordered List Inc.
- **Bundaberg Brewed Drinks** – U.S. product distribution strategy
- **Kate Spade** – global e-commerce outsourcing (3PL) deal
- **adidas** – “GMR Boot” (sensors for soccer/football boots) joint venture with Electronic Arts (EA SPORTS FIFA Mobile) and Google (Jacquard by Google)
- **adidas** – launch of Kanye West Yeezy shoe on adidas e-commerce
- **Taylor Made Golf** – dozens of pro golfer sponsorship and endorsement deals
- **adidas** – worldwide customer loyalty/rewards program
- **FIFA** – traditional, digital, and virtual in-game advertising strategy
- **The Gymboree Corporation** – sale of “Play & Music” to Zeavion for \$127.5 Million
- **Kantoor Brand** – Wrangler’s first-of-its-kind NFT drop with Grammy-winner Leon Bridges that links metaverses with the physical world
- **Thryv** – international data privacy strategy and compliance
- **Opendoor** – data licensing strategy
- **Duolingo** – podcast production deals

## Articles

- *11th Circuit Reverses Summary Judgment Grant in TCPA Suit Against Medical Debt Collector*, Cyberspace Law e-Bulletin, (January 2015)
- *Online student privacy bill prompts debate*, Daily Journal (March 2014)
- *Dealing in Data: Business and Legal Considerations Respecting Data Transactions*, Business Law News, the official publication of the Business Law Section of the California State Bar, Issue 4 (2012)
- *The Law of Online Contracts*, Media Law Resource Center Bulletin “The Ins and Outs of Online Business” (March 2011)

- *FTC Behavioral Advertising Privacy Principles Extend Far Beyond Current Requirements*, Media Law Resource Center Bulletin "Digital Media & Comments on Frontiers in Internet Law" (May 2008)
- adbriefs, Fall 2005 - present

## Covering Your Ads Blog Posts

- "Thinking of Jumping on the NFT Bandwagon – Are you Prepared?," April 19, 2022
- "New York Passes Wide-Ranging Automatic Renewal (Subscription Model) Law," December 2, 2020
- "How the COVID-19 Lockdown will Disrupt the Upfront TV Ad Market," April 15, 2020
- "Coronavirus: Are Spectator Bans the Worst Case Scenario for Brand Sponsors?," March 6, 2020
- "FTC Workshop Provides Insight on Best Practices to Mitigate Informational Injuries," December 28, 2017
- "Behavioral Advertising Company That Dropped "Zombie" Cookies Can't Use Verizon's Arbitration Clause To Avoid Class Action Lawsuit," October 30, 2017
- "Deadline Approaching: Action Required by December 31 To Avoid Losing DMCA Safe Harbor Protection," October 25, 2017

## Eye on Privacy Blog Posts

- "Like a Butterfly, Will the CCPA Continue to Evolve?" May 28, 2019
- "Will CCPA's Definition of Consumer Be Narrowed?" April 11, 2019
- "Year In Review: Eye on Privacy 2018," January 28, 2019
- "2019 is the Year of . . . CCPA?" January 8, 2019
- "The California Privacy Law Is Coming: What Should Your Company Do Now?" September 5, 2018

## Retail Law Blog Posts

- "New York Passes Wide-Ranging Automatic Renewal (Subscription Model) Law," December 10, 2020

## Media Mentions

ZEAVION Holding's \$127.5 million acquisition of Gymboree Play & Music  
Don't Miss It: Hot Deals & Firms We're Following This Week  
*Law360*, 07.01.2016

Rise of Robots Brings Questions of Liability  
*Daily Journal*, 01.23.2014

## Speaking Engagements

Information Insecurity, Technology and Law Forum (2018)

The Mobile Natives: Reaching Young Consumers, Mobile Media Summit San Francisco: Apps and Ads (2015)

An Invisible Enemy: Cyber Risks and Security, USC Corporate Governance Summit (2014)

Privacy vs. Relevancy: How to Get Both, Mobile Media Summit San Francisco: Apps and Ads (2014)

Privacy and Data Security Considerations for Consumer Internet Companies in Both Site Operation and Commercial Deals, SVForum (2012)

Legal Issues with Advertising/Marketing Using Social Media, ACCA-SoCal In-House Counsel Conference (2012)

Legal and Business Considerations of Mobile Social Media and Mobile Marketing, Social Media Legal Risks and Strategies Summit (2011)

Legal Issues with Advertising/Marketing Using Social Media, ACCA-SoCal In-House Counsel Conference (2011)

The Business and Legal Considerations of Cloud Computing, Law.com Panel (2010)

## Events

Ad Law Symposium  
Webinar, 05.04.2022

AdTech Trends: NFTs, First Party Data and the Crumbling Cookie  
Webinar, 06.16.2021

Hot Topics in Retail Advertising – Pricing and Environmental Claims  
Webinar, 04.28.2021

Inaugural Ad Law Symposium  
Webinar, 01.27.2021

Trending Legal Issues in the Retail Industry  
Webinar, 06.16.2020

Navigating Complex Legal Issues Resulting From COVID-19: What Retailers Need to Know  
Webinar, 03.18.2020

Technology and Law Forum  
Information Insecurity Panel  
11.13.2018

Emerging Trends in Robotics: A Panel Discussion  
06.22.2015

Digital Future of Finance: Reinventing the System  
Presented by Runway and Sheppard Mullin  
06.09.2015

Digital Law Forum - Storm Clouds: Preventing and Managing Security Breaches  
Kellogg Auditorium at Silicon Valley Bank, 01.30.2013

The Intersection of Sports and Technology  
Sheppard Mullin Palo Alto Office, 10.04.2012

## Memberships

Member, International Association of Privacy Professionals

## Podcasts & Webinars

Ad Law Symposium  
05.04.2022

VIDEO: Law & Sponsorships in Esports with Guild Esports' Michelle Tierney | ESI Focus  
07.12.2021

AdTech Trends: NFTs, First Party Data & the Crumbling Cookie Webinar  
06.16.2021

Hot Topics in Advertising – Pricing and Environmental Claims  
04.28.2021

Inaugural Ad Law Symposium  
01.27.2021

Trending Legal Issues in the Retail Industry  
06.16.2020

## Practices

Intellectual Property

False Advertising, Lanham Act and Unfair Competition

IP Licensing, Technology and Commercial Transactions

Trade Secrets

Trademark Applications and Prosecution

Copyrights

Entertainment, Technology and Advertising

Technology Transactions

Privacy and Cybersecurity

Telephone Consumer Protection Act (TCPA)

Advertising

California Consumer Privacy Act (CCPA)

ESG and Sustainability

## Industries

Advertising  
Blockchain  
Blockchain and Fintech  
Entertainment, Technology and Advertising  
ESG and Sustainability  
Esports & Games  
Fintech  
Food and Beverage  
Hospitality  
Retail, Fashion & Beauty  
Sports

## Education

J.D. University of California, Davis, *Law Review*  
B.A. University of California, Davis, *with honors*

## Clerkships

Law clerk in the Summer Honors Program at the U.S. Securities and Exchange Commission

## Admissions

California

## Additional Office

Silicon Valley