



JEFFREY R. GLASSMAN

PARTNER

jglassman@ecjlaw.com

Direct 310.281.6302

Jeffrey R. Glassman is Partner and Chair of the Intellectual Property and Technology Law Department and has earned the esteemed designation of Certified Information Privacy Professional (CIPP/US).

Jeffrey has spent the last two decades working as a corporate attorney representing entrepreneurs, investors, start-ups, emerging growth and lower middle-market companies. During the dot com boom, Jeffrey was in-house counsel to a software development company in Silicon Valley. While in-house he negotiated complex technology licensing agreements, assisted the sales team with structuring deals, supervised the development and protection of the company's intellectual property ("IP") portfolio, implemented stock options plans and negotiated executive employment packages to recruit high-level talent, managed the company's efforts to comply with complex employment laws and regulations, and helped close a \$35 million round of financing.

Jeffrey counsels clients on choice, formation, legal mechanics and organization of corporate entities, limited liability companies and partnerships; corporate governance and compliance, advising the Board of Directors, and shareholder and investor rights and liabilities; raising capital including angel and venture financing; compliance with federal and state securities laws and private placement memoranda; employment agreements; stock option and phantom equity plans and agreements; protection of IP and trade secrets, proprietary information; contracts and general business matters; and mergers and acquisitions, recapitalizations, and other exit strategies; the development and protection of IP portfolios; and a wide variety of business transactions and disputes.

He also advises clients on issues related to the Digital Millennium Copyright Act; domain names and trademarks; website, mobile app and software development; cloud, hosting, information technology and data security agreements and transactions; terms of use and legal issues related to social

EDUCATION

J.D., American University,
Washington College of Law,
Dean's Fellow

B.A., University of Wisconsin,
Madison, *With Distinction*

Certified Information Privacy
Professional/U.S., IAPP, 2020

PRACTICE AREAS

Business, Corporate and Tax

Intellectual Property and
Technology

ADMISSIONS

California

Maryland

District of Columbia

networking; the California Consumer Privacy Act of 2018, the EU's General Data Protection Regulation and related privacy laws and policies; e-commerce transactions; strategic alliance and joint venture agreements; advertising on the Internet; cybersecurity; and acquisition and sales of Internet-based businesses.

In addition, Jeffrey advises clients on a wide variety of transactional, regulatory and litigation matters including, but not limited to, issues related to cutting-edge Internet, mobile marketing, social media, viral and influencer marketing; keyword and other search issues; false advertising claims, how to ensure use of truthful communications with consumers; endorsements and testimonials in advertising, product promotion and placement, and disclosures of material connections with endorsers and influencers; native advertising and the subtle integration of brand and marketing messages into digital content; tracking of consumers' online and mobile activities; and compliance with FTC guidelines and the CAN-SPAM Act.

REPRESENTATIVE MATTERS

Represented Scandinavian publicly traded company in \$15 million dollar reverse triangular merger involving a Silicon Valley based digital pen manufacturer.

Represented entertainment and event technology solutions company in \$9 million sale to strategic buyer.

Represented advertising and marketing company in \$7 million sale to private equity group.

Represented video technology start-up in \$3 million early stage financing.

Represented high profile professional athlete in \$1 million seed round financing of clothing designer and manufacturer.

Represented social networking mobile app developer in \$500,000 angel round financing through convertible preferred notes.

Represented tutoring services mobile app developer in \$500,000 friends and family round of financing.

Represented software company in connection with development, licensing and distribution of technology platform and customized tools for use by advertising and marketing agencies and other content producers in connection with computer-generated imagery.

Represented lifestyle, beauty, fashion and entertainment blog in connection with software development, strategic alliances, joint ventures and partnership agreements.

Represented USC software programmers and developers in structuring private placement memorandum for use in raising \$5 million in early stage capital to launch disruptive social networking platform.

Corporate counsel to start-up company launching new technology platform designed to assist healthcare facilities, providers and business associates with implementing a data secure and regulatory compliant IT infrastructure.

Corporate counsel to angel investment group focused on early stage investment in technology and entertainment companies through convertible preferred notes.

Corporate counsel to digital security company in connection with more than 100 transactions including complex agreements with partners, vendors, and clients.

Corporate counsel to start-up company involved in licensing iconic Hollywood brand into video games for consoles, websites and mobile apps.

Corporate counsel to lower-middle market company and one of the largest rent-to-own custom wheel and tire retailers in the country with over 100 locations in more than 15 states.

Corporate counsel to 100-year-old lower middle-market company involved in manufacturing and distribution of high-quality ingredients to restaurants across the country.

Corporate counsel to company with e-commerce platform for multi-channel retailers to use cutting edge technology-based marketing techniques to engage consumers, enhance brands and drive sales volume.

Corporate counsel to digital agency engaged in website, mobile app and software development for blockbuster Hollywood movie marketing campaigns, augmented and virtual reality, and digital location experiences.

Corporate counsel to large information technology service provider that sold to strategic buyer for \$20 million.

Corporate counsel to developer and distributor of medical devices, point-of-care diagnostics kits, laboratory equipment, instrumentation for physicians' offices, clinics and hospitals.

Corporate counsel to one of the largest tutoring services companies in California.

Corporate counsel to national distributor of wire and cable products, and audio and video components serving residential and commercial audio, video, alarm and security, electrical contracting and data centers.

Corporate counsel to advertising and marketing technology company. Assisted in development of international trademark portfolio.

Corporate counsel to garment manufacturer. Assisted in development of international trademark portfolio for multiple clothing lines.

Corporate counsel to start-up company involved in developing and launching new social media technology platform.

Corporate counsel to entertainment company involved in merging and consolidating five separate entities.

Negotiated complex settlement agreement between digital security service provider and publicly traded company with \$2.5 billion market cap prior to public offering.

Negotiated complex settlement agreement between privately held music management company and global music publisher with \$60 billion market cap.

Negotiated complex separation agreement between shareholders of a \$15 million digital advertising and marketing agency.

HONORS & RECOGNITIONS

Southern California Super Lawyers, 2011-Present

Southern California Super Lawyers, Rising Stars, 2008 and 2009

COMMUNITY & PROFESSIONAL

Los Angeles County Bar Association, Co-Chair of Programs, Executive Committee

Entertainment Law and Intellectual Property Section

ProVisors (Professional Association of Trusted Advisors)

CLIENT ALERTS

ECJ Partner, Jeffrey Glassman, Earns Certified Information Privacy Professional Credential
09.10.2020

Jeffrey Glassman Quoted in the LA Business Journal on Privacy and Security Challenges
Los Angeles Business Journal, 08.10.2020

Data Privacy, Retail & Consumer Goods: A Roundtable Discussion
Los Angeles Business Journal, 02.24.2020

Business Guide to the California Consumer Privacy Act of 2018: Five Steps in Preparation for Compliance
08.01.2019

Deadline - The Digital Millennium Copyright Act (DMCA) Registration is due by December 31st, 2017
12.19.2017

ECJ's Jeffrey Glassman Quoted in LABJ regarding Facebook and DMCA
07.13.2015

ECJ's Jeffrey Glassman Shares Expertise with LABJ on Intellectual Property
06.29.2015

BLOG POSTS

California Privacy Rights Act Qualifies for November Ballot
Bytes, Sites & Rights, 06.25.2020

California Consumer Privacy Act: Training and Record-Keeping
Bytes, Sites & Rights, 06.11.2020

California Consumer Privacy Act: Service Providers
Bytes, Sites & Rights, 06.10.2020

California Consumer Privacy Act: Handling Consumer Requests
Bytes, Sites & Rights, 06.09.2020

California Consumer Privacy Act: Covered Businesses and Required Notices
Bytes, Sites & Rights, 06.08.2020

Business Guide to the California Consumer Privacy Act of 2018: Five Steps in Preparation for Compliance
Bytes, Sites & Rights, 08.01.2019

California Consumer Privacy Act Update: Ongoing Efforts by the Attorney General and California Senate To Refine the CCPA Through Rulemaking and Amendments
Bytes, Sites & Rights, 07.19.2019

Attorney General Rulemaking: Phase 2 of the California Consumer Privacy Act
Bytes, Sites & Rights, 02.19.2019

The Three Stages of Technology Procurement
Bytes, Sites & Rights, 10.08.2018

Strategies for Navigating IT Infrastructure Upgrades
Bytes, Sites & Rights, 09.14.2018

California's New Privacy Bill of Rights: How The California Consumer Privacy Act of 2018 Will Empower Consumers and Create New Burdens For Data Driven Businesses
Bytes, Sites & Rights, 07.08.2018

The Nuts and Bolts of Digital Advertising
Bytes, Sites & Rights, 06.23.2015

Aereo and Napster: Lessons in Licensing
Bytes, Sites & Rights, 08.04.2014

PUBLICATIONS

Data Privacy, Retail & Consumer Goods: A Roundtable Discussion
Los Angeles Business Journal, 02.24.2020

Did Apple Get It Right on Data Security and Privacy?
06.02.2016

Too much lawyering hurts technology companies
Los Angeles Daily Journal, 11.2011

Choosing the Right Entity
Management Consulting News

Financing for Corporate Growth
San Fernando Valley Business Journal

The Businessman's Best Friend
Super Lawyers Rising Star magazine (featured), 2009

SPEAKING ENGAGEMENTS

California Consumer Privacy Act of 2018: Consumer Rights, Business Obligations and Plan for Compliance
Hospitality Financial & Technology Professionals – Los Angeles Chapter, Los Angeles, CA, 11.20.2019

California Consumer Privacy Act
Information Systems Audit and Control Association (ISACA), Los Angeles Chapter, Monterey Park, CA, 03.19.2019

Start-Up Dos and Don'ts: Business and Legal Considerations for IP-Based Start-Up Companies
Panelist, Los Angeles County Bar Association, Entertainment Law and Intellectual Property Section, 06.2012

New Media Wheeling and Dealing
Panelist, Digital Hollywood, 05.2012

New Media Wheeling and Dealing
Digital Hollywood, 10.2011

Drafting the Next New Media Contract
Panelist, Digital Hollywood, 10.2010

Business Law for Entrepreneurs
UCLA Extension, Los Angeles, CA, 2005-2009