



# INTELLECTUAL PROPERTY LAW

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**KING  
COUNTY  
BAR**  
ASSOCIATION

## Intellectual Property Law Section – January Meeting

Meeting Called By: Maha Jafarey, Chair

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Date: Thursday, January 5th

Time: 12:00 PM to 1:15 PM

Topic: *The Proliferation of Privacy Laws: An Update for Non-Privacy Specialists*

**CLE Credit: 1.00 Law & Legal CLE Credit – A/V Approval #1234622**

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### Agenda

**12:00 PM** Introduction

**12:10 PM** Presentation: “The Proliferation of Privacy Laws: An Update for Non-Privacy Specialists”, by Jake Bernstein, partner at K&L Gates LLP

Strategize for the coming year by reflecting on a watershed period in cybersecurity law, investigating case studies, and exploring enforcement actions.

The past three years were saturated with change and upheaval. From state-level battles concerning private rights of action to the adoption of privacy laws across the globe, the data protection and security industry refuses to stand still.

This session looks forward to 2023 by chronicling years past. Forthcoming legislation and regulations tackling data protection respond to pitfalls and triumphs under existing structures. To that end, this session encourages cybersecurity professionals to examine:

- The content of and consequences arising from new state privacy bills in California, Connecticut, Colorado, Virginia, and Utah, and their accompanying regulations
- The United States' proposed American Data Privacy and Protection Act
- Updates to global privacy laws, including those in the European Union, Brazil, South Africa, and China
- How the FTC's renewed focus on unfair practices can impact companies with poor data protection protocols
- Increasingly common problems, such as rampant data breach liability, ransomware vulnerability, and phishing scams

**1:15 PM**      Adjourn

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### **Speaker Biography**

**Jake Bernstein** is a partner at K&L Gates LLP's Seattle office. He is a member of the Technology Transactions and Sourcing and Data Protection, Privacy, and Security practice groups. Jake is also a Certified Information Systems Security Professional licensed by (ISC)2. Jake can be heard discussing cybersecurity and privacy issues as the co-host of the popular [Cyber Risk Management Podcast](#).

In addition to his Data Protection, Privacy, and Security work, Jake also leverages his background as an Assistant Attorney General in the Consumer Protection Division of the Washington State Office of the Attorney General to counsel clients on a host of regulatory matters, especially involving technology and the Internet.

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