

Sarah L. Bruno

PARTNER

Sarah leads the firm's Privacy, Cybersecurity & Data Protection group and works with clients on their privacy and data security, advertising, trademark, and copyright issues.



Industries

Automotive
Fashion & Retail
Media & Entertainment
National Security

Practices

Advertising & Promotions
Blockchain
Privacy, Cybersecurity & Data Protection
Trademark

International

Asia
Europe
Japan

Education

American University, Washington College of Law JD, 2003
Pennsylvania State University BS, 1998

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Sarah's clients are in a variety of industries, including technology, entertainment, retail, and automotive. Sarah's practice has been recognized by *Legal 500* and the *Daily Journal*.

Interactive Counsel

Read the Interactive Counsel blog

Client Work

Sarah counsels in all areas of data security and privacy and routinely evaluates and advises on the applicable state, federal and international requirements related to data collection, storage, use and transfer. She advises her clients on issues related to behavioral tracking, anonymized data, in-store data collection and cloud storage. Sarah also conducts privacy audits and works with her clients on developing internal and external privacy policies for employees, customers and contractors. Many of Sarah's clients are international, and she routinely advises on the data transfer issues in countries around the world. Sarah is IAPP CIPP-US certified.

Sarah's advertising and marketing experience includes reviewing advertisements and claims, advising on unfair and deceptive trade practices, and counseling clients on compliance issues relating to the Federal Trade Commission and the National Advertising Division (NAD) of the Better Business Bureau, as well as state and other regulatory laws. In this capacity, Sarah has advised companies on print advertisements, product placement and media agreements, clearing television commercials, endorsements, credit card processing requirements, and challenging and defending advertisements at NAD.

As part of the intellectual property group, Sarah has a great deal of experience

in policing and enforcing client's trademarks, copyrights, and publicity rights. Sarah manages the intellectual property enforcement and outreach for several trade associations, including the Motor & Equipment Manufacturers Association (MEMA) and the International Association of Amusement Parks & Attractions (IAAPA). Her work in this area involves conducting educational seminars, counseling members on intellectual property, as well as assisting members with the enforcement of their rights at trade shows around the world. Sarah is also one of the primary attorneys responsible for protecting the name, persona, and trademark rights of Dr. Albert Einstein on a global level. As part of this work, Sarah has been involved in international and domestic litigation and settlement negotiations, domain acquisition, and retrieval and TTAB disputes.

Sarah has experience with issues related to counterfeiting and gray market goods. She routinely has meetings on Capitol Hill and the White House regarding enforcement strategies for combating counterfeiting.

Sarah also assists clients in developing, implementing, and administering all aspects of promotions, including auctions, contests, and sweepstakes. She drafts promotion rules to protect clients' interests and reviews advertisements such as direct mail, websites, and banner advertisements related to the promotion. Sarah is also a member of the Promotion Marketing Association, Inc., and has attended numerous conferences related to advertising, promotions, and incentive programs.

Sarah represents a variety of clients, from *Fortune 500* companies to smaller businesses that are just getting started. Some of Sarah's more well-known clients are Mars Incorporated, DIRECTV, Lacoste, Benefit Cosmetics, Diesel, Dropbox, LG Electronics, American Express, IAAPA, Discovery Communications, and Sony Interactive Entertainment.

Publications, Presentations & Recognitions

Sarah is ranked by *Legal 500* and the *Daily Journal* for her work involving trademarks, and she was named one of the twenty Top Cyber/Artificial Intelligence Attorneys in California in 2018 and one of seventeen Top Cyber Lawyers in 2019 by the *Daily Journal*. In 2017, the *Daily Journal* named her among the Top Women Lawyers in California for her work in advertising, intellectual property, and privacy.

- In March 2019, Sarah will speak at the National Advertising Division (NAD) West Coast Conference on "Potential Pitfalls in Influencer Marketing" in Marina Del Rey, California.
- In February 2019, Sarah will speak at and co-chair the *Daily Journal* Cybersecurity Forum in Beverly Hills, California. She will be speaking on "Cyber Insurance - A Useful Tool in Your Cybersecurity Arsenal" and "GDPR Update -- Where Do We Stand?"
- In February 2019, Sarah will speak at the *Daily Journal* Cybersecurity Roundtable.
- In January 2019, Sarah spoke at CES 2019 on the Consumer Technology Association (CTA) Research Summit session, "Blockchain and Advertising: The Possibilities and Realities," in Las Vegas, Nevada.
- In October 2018, Sarah spoke at *Wall Street Journal* Pro Cybersecurity Small Business Academy on "Which Regulations to Worry About" in Dana Point, California.
- In April 2018, Sarah spoke at ING3NIOUS 2018 Cybersecurity, Privacy and Data Protection NorCal Retreat on a panel titled "GDPR Compliance And Breach Response Communication" in Carmel Valley, California.
- In March 2018, Sarah discussed "Incident Response: Be A Cyber Scout and Be Prepared" at the 2018 *California Lawyer* CyberForum in Los Angeles.
- In August 2017, Sarah presented on "The Promise of Blockchain" at the 2017

International Legal Technology Association Conference (ILTACON) in Las Vegas.

- In February 2017, Sarah lead a discussion on "It's All A Game: Advertising, IP, and Privacy in Today's Interactive Media" hosted by Arent Fox in San Francisco.
- In January 2017, Sarah was a featured panelist on "Incident Response Comes of Age: Not Your Father's Data Breach Response Playbook" at California Lawyer's Cyber Boot Camp in Los Angeles.
- In December 2016, Sarah spoke on a panel covering "The Role of Show Management in Protecting Exhibitor Intellectual Property" at the IAEE Expo! Expo! Annual Meeting & Exhibition 2016 in Anaheim, California.
- In October 2016, Sarah moderated a panel on "Privacy & Security in the Wearable World" at the 2016 Privacy + Security Forum in Washington, DC.
- In October 2016, Sarah presented on "No Man's Land: Top 5 Privacy & Security Challenges for Unmanned Systems" at the first Dronemasters Meetup in the United States in San Francisco.
- In June 2016, Sarah moderated a panel discussing called "Myths and Realities of Intellectual Property" at the International Association of Amusement Parks and Attractions' Asian Attractions Expo in Shanghai, China.
- Sarah coauthored an article on "*Spokeo Inc. v. Robins*" for the May/June edition of *E-Commerce Law Reports*.
- On May 4, 2016, Sarah was part of a panel discussion called "Know Every Angle: Advertising, Social Media, Discount or Phantom Pricing, and International Distribution and Privacy" at the Personal Care Products Council's 2016 Legal & Regulatory Conference in Nashville, TN.
- On November 10, 2015, Sarah was part of a panel discussion called "Protecting, Mitigating, and Recovering - The Incident Playbook for Responding to and Learning from Cyber Attacks" at the "Responding to Looming Cyber Threats - The New Reality" cybersecurity policy forum in Arent Fox's DC office.
- In December 2014, Sarah hosted a webinar titled "Bah Humbug! Regulations and Legal Strategy for the Holiday Retailer," with the Footwear Retailers and Distributors of America.
- In October 2014, Sarah presented a speech entitled "Dos and Don'ts of Big Data: Privacy Issues, Risks and Best Practices" hosted by the Silicon Valley Startup: Idea to IPO in San Francisco, CA.
- In September 2014, Sarah conducted the panel discussion "Top 10 IP Pitfalls Faced by Start-Ups: Avoiding Costly Mistakes," hosted by the Silicon Valley Startup: Idea to IPO in San Francisco, CA.
- In June 2014, Sarah moderated a panel called "IP in Attractions" at the IAAPA Asian Attractions Expo in Beijing, China.
- In April 2014, Sarah presented a speech titled "We're All Buzzing! Substantiation in the Tech Industry" during ANA's Advertising Law & Public Policy Conference in Washington, DC.
- Sarah was part of a panel discussion on claim substantiation at the 2013 NAD Annual Law Conference; she also was a member of the Planning Committee for the conference.
- In June 2012, Sarah presented a speech entitled "Safety and Intellectual Property" at the Safety Institute at the IAAPA Asian Attractions Expo in Hong Kong.
- In May 2012, Sarah was part of a panel discussion on "Hot Topics in Advertising Law" at the Personal Care Products Council's annual meeting in Charleston, South Carolina.

In January 2012, Sarah was part of a panel discussion regarding Cyber Risk and Data Breach in Los Angeles, CA and in May 2012 Sarah hosted a panel discussion on the cross-border transfer of data at Arent Fox's Washington DC office.

- In October 2010, she moderated a panel discussion titled "The Consumer Speaks: Updates on User Generated Content, Endorsements and Testimonials" at the 2010 Annual NAD Conference: "What's New in Comparative Advertising, Claim Support and Self Regulation."
- Sarah also presented a speech titled "What Your Products Are Doing Online" at the Aftermarket eForum in Chicago in July 2008.
- Sarah presented a speech titled "Distributor Liability: What You Need to Know" at the HDAW Trade Show in Las Vegas in January 2008.
- Sarah also co-wrote an article summarizing the data protection laws in the United States, which was published in *Data Protection in the European Union and other Selected Countries: A New Comparative Study* in 2006.
- Sarah co-wrote the article "New Security Standards Available to Merchants to Prevent ID Theft", which was published in the February 2006 edition of the *Journal of Payment Systems Law*.
- Sarah also presented a speech titled "eCommerce Legal Issues: What You Need to Know" at the 2006 Aftermarket eForum in Chicago in July.
- Sarah presented a speech titled "Combating Counterfeit and Gray Market Goods" at the Heavy Duty Aftermarket Week (HDAW) Trade Show in Las Vegas in January 2006.
- Sarah presented a speech at a HARDI Technology Session titled "e-Commerce Legal Issues" in October 2004.

Professional Activities

Sarah is a certified privacy professional (CIPP/US) and an active member of the International Association of Privacy Professionals, Women in Technology International, and Women in Security and Privacy.

Bar Admissions

District of Columbia

Maryland

California