

# JENNIFER A. DUKARSKI

SHAREHOLDER

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For almost two decades, Jennifer A. Dukarski has been sought by clients doing business in a variety of industries for her multifaceted experience in the areas of Intellectual Property, Media, and Technology Law. Jennifer is in demand not only by clients but is regularly pursued by local and national radio and television news outlets to share her knowledge in these ever-changing areas of the law.

Jennifer focuses her practice at the intersection of technology and communications with an emphasis on the legal issues that arise from emerging and disruptive innovation—digital media and content, artificial intelligence (AI) and machine learning (ML), vehicle safety, connected and automated cars, data privacy, and cybersecurity. She has repeatedly prevailed on behalf of clients while setting precedents in matters garnering the attention of industry leaders throughout the US.

## Emerging Technology, Data Privacy, and Security

Clients depend on Jennifer for guidance through complex technology transactions, including acquisition, development, implementation, and procurement and for strategy when conflict and litigation arises. With a strong focus on regulatory compliance and risk mitigation, Jennifer helps businesses navigate legal requirements by drafting essential agreements including global terms and conditions, privacy policies, terms of use, end-user licenses, commercialization, software licensing, master service, data processing, and Software as a Service (SaaS) agreements.

## Primary Practice Areas

Automotive Industry Team  
Connected Car and  
Autonomous Vehicles  
Cybersecurity and Privacy  
Specialty Team  
Intellectual Property

## All Related Practice Areas

Access, Freedom of Information  
Act & Open Meetings Act  
Artificial Intelligence  
Automotive Industry Team  
Business  
Connected Car and  
Autonomous Vehicles  
Content Review and Pre-  
Publication Vetting  
Copyright  
Cybersecurity and Privacy  
Specialty Team  
Emerging Technology Specialty  
Team  
Health Care  
Health Care Industry Team  
Health Information Technology  
Intellectual Property  
Licensing & Technology

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### *Automotive Technology and Compliance*

Jennifer is a national leader in the realm of the electrified, connected, and automated vehicle and advises on automotive threat vectors and data privacy. She represents automotive suppliers in vehicle development and product safety including recalls and Federal Motor Vehicle Safety Standards (FMVSS) noncompliance, technology licensing and development, technology terms and conditions, automotive biometrics, warranty, and product quality disputes. Jennifer advises clients in the use of automotive data including the development of policies, procedures, and governance while incorporating security by design, privacy by design, and privacy engineering principles. She addresses risk mitigation and incident response, addressing regulations and industry standards including IATF, ISO, SAE, IEEE, TISAX and other standards bodies.

Possessing years of automotive experience as a former design engineer, Six Sigma master black belt, and experience as a continuous improvement director, lead champion, and quality manager, Jennifer is a valuable team member in all manner of complex product-related litigation and investigations. She is a contributor to MEMA, the Vehicle Suppliers Association's *North American OEM Production Purchase Order Terms and Conditions Comparative Analysis* and served as Counsel to MEMA's Advanced Technology Council.

### *Health Care Technology and Compliance*

In the health care technology sector, Jennifer focuses her practice on the use of digital media and technology including data privacy education, patient portals, telehealth, health apps, automotive health data applications, training, and compliance. She represents a broad range of clients, including covered entities, business associates, and independent news organizations covering health care.

### *Data Protection, Privacy, and Cybersecurity*

Jennifer's Technology practice also focuses on privacy rights, data protection, cybersecurity threat detection, risk assessment, breach mitigation, and response. She leads clients through assessment of information technology systems, employee policies, business agreements, and product architecture to

Media Law

Media Litigation

Media, Entertainment, and  
Digital Content Law Specialty  
Team

Outside General Counsel  
Services

Privacy, Data Breach & Data  
Security

Product Liability/Recall &  
Warranty

Telemedicine & E-Health

Trademark Law

Tribal Law Specialty Team

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prepare and mitigate the effect of data breaches and cyberattacks. She focuses on compliance with privacy regulations including California Consumer Privacy Act (CCPA), California Privacy Rights Act (CPRA), General Data Protection Regulation (GDPR), Personal Information Protection and Electronic Documents Act (PIPEDA), New York Department of Financial Services (NYDFS), Biometric Information Privacy Act (BIPA), Gramm-Leach-Bliley Act (GLBA), Health Insurance Portability and Accountability Act-Health Information Technology for Economic and Clinical Health Act (HIPAA-HITECH), and other state and agency requirements.

### **Media, Entertainment, and First Amendment**

A firm defender of the First Amendment and leader of Butzel's Media Team, Jennifer's practice addresses publication torts (including defamation, privacy and right of publicity) and pre-publication reviews; copyrights (including music, movies, broadcasts, and software); trademarks (including use in advertising and litigation); public records and open meetings disputes; reporter's shield laws; and internet disputes. Broadcast and newspaper clients look to Jennifer to assist with issues including newsgathering, retraction demands, and content and publication practices. She serves as General Counsel to the Michigan Press Association and is an active leader in both the American Bar Association's Forum on Communications Law and the Media Law Resource Center. Jennifer is no stranger in the courtroom in the areas of defamation, invasion of privacy, copyright, and other content-based claims. She has successfully obtained summary judgment on defamation and false light claims against a national broadcast news network in the Eastern District of Michigan and on behalf of newspaper clients throughout the State of Michigan. She has briefed establishment of religion and freedom of religion claims for the United States Court of Appeals for the Sixth Circuit.

In her Entertainment practice, Jennifer represents broadcast stations, authors, and photographers. She drafts and negotiates talent, station relations, licensing, streaming rights, and video on demand (VOD) agreements, special event terms and conditions, and prepares fair use opinions. Jennifer also assists a broad range of clients in advertising matters including claims substantiation, promotions, and branding in the age of digital and sponsored content. Jennifer reviews and issues opinions on use of name, likeness, and intellectual property in television commercials and national brand campaigns.

Jennifer A. Dukarski is a Shareholder based in the firm's Ann Arbor office. A self-titled "recovering engineer," Jennifer held high-level quality management and engineering positions at major Tier One suppliers prior to joining Butzel. She worked extensively on successful automotive product launches, managing vendors and manufacturing facilities. Working as a design engineer, she received multiple Record of Invention Awards for her contributions to patents and trade secrets. She currently teaches Mobility Law at the University of Michigan Law School and the University of Detroit Mercy School of Law.

Jennifer was named one of the 30 Women Defining the Future of Technology by *Warner Communications* for her innovative thoughts and contributions to the tech industry. She is a Certified Information Privacy Professional concentrating on US Private Sector privacy and data protection law (CIPP/US).

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## Credentials

### EDUCATION

University of Detroit Mercy School of Law School, J.D., *magna cum laude*

University of Detroit Mercy, B.S., Mechanical Engineering, *summa cum laude*

Bexley Seabury Seminary

### ADMISSIONS

Michigan

United States Court of Appeals for the Sixth Circuit

United States District Court for the Eastern District of Michigan

United States District Court for the Western District of Michigan

### MEMBERSHIPS

International Association of Privacy Professionals (IAPP) – Certified Information Privacy Professional U.S. Private Sector (CIPP/US)

Institute of Continuing Legal Education (ICLE) – Technology Law and Training Advisory Board Member

Media Law Resource Center – Internet and Technology Law Committee, Co-Chair; Data Privacy Committee, Member; Entertainment Law Committee, Member

American Bar Association – Forum on Communications Law Governing Board, At-Large Member; Privacy Committee, Co-Chair; Women in Communications Law Committee, Past Chair; Diversity Committee, Member

The National Academies of Sciences, Engineering, and Medicine – Transportation Research Board, Standing Committee on Developments and Advancements in Transportation Technology Law Member

## Awards & Recognitions

*The Best Lawyers in America®*, Litigation – Intellectual Property, 2018–2023; Privacy and Data Security Law, 2023–2025; Litigation – Health Care, 2025–2026; Health Care Law, 2026; Privacy and Data Security Law, 2026

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*Michigan Lawyers Weekly* – Go-To Intellectual Property Lawyers, 2022

*Michigan Super Lawyers* – Rising Stars, Intellectual Property Litigation, 2013–2020

*DBusiness* – Top Lawyers in Metro Detroit, Intellectual Property & Patent Law, 2014, 2021 – 2024; Copyright Law, 2016–2023; Information Technology Law, 2017, 2018, 2020–2023, 2025

*Warner Communications*, 30 Women Defining the Future of Technology, 2020

### Community & Professional

University of Michigan Law School – Adjunct Professor, Mobility Law

University of Detroit Mercy School of Law, Adjunct Professor, Mobility Law

University of Detroit Mercy School of Law – Associate Editor, University of Detroit Mercy *Law Review*

University of Detroit Mercy School of Law – National Champion, inaugural National Moot Court Invitational Tournament

University of Detroit College of Engineering and Science – full-ride Insignis Scholar; Tau Beta Pi Engineering Honor Society Member; Student of the Year; Reverend Huetter Award for Leadership in Athletics; Fencing Team Captain

United States House of Representatives, Washington, D.C. – Congressional Page, various positions