



## → Daniel E. Schnapp

### Partner

30 Rockefeller Plaza  
New York, NY 10112

T: +1.212.634.3063

F: +1.212.655.1716

dschnapp@sheppardmullin.com

Daniel E. Schnapp is a partner in the Entertainment, Technology and Advertising Practice Group in the firm's New York office. He is Co-Leader of the Artificial Intelligence Team and Team Leader of the firm's Technology Transactions Team and Esports & Games Industry Team.

### Areas of Practice

Daniel provides strategic counsel and transactional support for multinational corporations, as well as midcap and startup companies, in connection with a wide range of legal and policy issues arising out of the convergence of technology, advertising, entertainment and media, electronic commerce, intellectual property (IP), privacy, data breach, information security, and compliance and risk management, including:

- Digital video and music content licensing and distribution, and related audiovisual broadcasting initiatives on all new media platforms
- Mobile device and online app development and licensing and distribution of social media and networking services and applications
- Cloud-based content distribution models and enterprise cloud computing initiatives
- Video games and interactive entertainment development, publishing, merchandising, promotion, distribution and licensing
- Digital and traditional advertising, sponsorships, product placements and promotional arrangements
- User-generated content ingestion, distribution and syndication
- Strategic alliances and joint ventures "offshore," "near shore" and domestic information technology, call center, manufacturing and business process outsourcing
- Wireless device and network application
- Electronic publishing and distribution
- Viral marketing, contextual advertising and brand management
- Promotions, sweepstakes and contests compliance
- Record retention and disaster recovery/contingency planning compliance
- Stored value and smart card application development
- Digital signatures and public key infrastructures
- Electronic payment systems and solutions and internet banking

- Software/hardware procurement, development, licensing, distribution and export
- Systems integration and facilities management
- Data warehousing and mining
- Domain name trademark disputes
- Application storage and service provider transactions
- Website hosting and development
- Technology and data export compliance
- Patent and trademark licensing
- Intellectual property audits

Dan was selected in 2008 as one of the "Top 50 IP Attorneys Under 45" in IP Law and Business magazine.

Dan writes and lectures extensively on new developments in the areas of digital content distribution and syndication, cloud-based content distribution models, end user-generated content and social networking initiatives, outsourcing, electronic commerce, electronic payment systems, privacy and information security.

## Honors

Top Music Lawyer, *Billboard Magazine*, 2023-2024

Dealmakers Impact Report, *Variety*, 2021, 2023

Best Lawyers in America, *Best Lawyers*, 2020-2023

Top Entertainment Attorney, *Variety's Legal Impact Report*, 2018, 2021-2022

*Legal 500 US*, Media and Entertainment: Transactional, 2018-2022

*Legal 500 US*, Technology Transactions, 2019-2023

*Chambers USA*, 2012-2016

Top 50 Under 45, *IP Law and Business Magazine*, 2008

## Articles

- Esports Media Rights  
Fall 2021

### Covering Your Ads Blog Posts

- "How the COVID-19 Lockdown will Disrupt the Upfront TV Ad Market," April 15, 2020

### Game Counsel: Esports and Game Law Blog Posts

- "What the Future Holds for Esports Gambling," March 30, 2022
- "Esports Media Rights," October 21, 2021

### Entertainment Law Blog Posts

- "Rise of the Machines: How AI is Shaking Up the Music Industry," April 5, 2023

## Media Mentions

Scary or a 'Kick in the Butt'? Pros and Cons of AI Debated in Nashville By ASCAP Members

*Billboard*, 11.22.2023

Sheppard Mullin Launches 110-Member Global AI Team

*Law360*, 08.23.2023

Gaming Giants Like Activision Blizzard, Riot Bet on Esports' TV Prospects

*Variety*, 02.04.2022

How Esports Should Grow ft. Members of Sheppard Mullin & FTI Consulting

*Esportz Network Podcast*, 11.05.2021

Sheppard Mullin Launches Esports Practice Group

*Law360*, 02.20.2019

Impact Report

*Variety*, 04.20.2018

Sheppard Mullin Gains Media & Tech Expert In NYC Office

*Law360*, 06.19.2017

Sheppard Mullin Poaches Media and Entertainment Partner From Hughes Hubbard

*The American Lawyer*, 06.12.2017

## Speaking Engagements

Panelist, "Navigating AI: Evolving Legal and Policy Frameworks," ASCAP, November 7, 2023

## Events

Sheppard Mullin's Entertainment, Technology and Advertising Practice Panel and Reception during SXSW Parkside, Austin, Texas, 03.13.2024

Embracing the AI Wave: Navigating Monetization Opportunities and Safeguarding Against Risks in AI-Driven Business

Sheppard Mullin, 07.19.2023

How Copyright Works in 2023

Risks and Opportunities Posed by Generative AI

DX 41 London 5 New Street Square London EC4A 3TW UK, 06.21.2023

True Grit: Embracing Technological Innovation and Disruption in Uncertain Times  
During SXSW

Wax Myrtle's, Austin, Texas, 03.15.2023

Masters of Advertising Law Conference - Hot Topics in Esports Advertising from Both Sides: Brands and Esports Organizations  
November 8 - 10, 2022

Esports and Games Investor Roundtable  
Webinar, 07.30.2020

Future of Television Conference  
Digital Media Wire  
09.24.2019

XLIVE Esports Summit  
June 25-27, 2019

Wire Act Update: Practical Implications of the DOJ's Reversal on What Constitutes Illegal Online Gambling  
Practising Law Institute  
Webinar, 02.25.2019

DOJ High "Wire Act"  
The Practical Implications of the DOJ's Flip Flop on What Constitutes Illegal Online Gambling  
Via GlobalMeet, 01.24.2019

## Memberships

Member, Law Firm Advisory Board, Association of Media & Entertainment Counsel

Member, Distributed Computing Industry Association

Member, Mobile Marketing Association

Member, Securities Industry Association's Root Certificate Authority Initiative; has served as independent counsel to the consortium of financial institutions and regulatory agencies comprising the group

Member, American Bar Association Section of Science and Technology Law; has been an active participant in the section's various initiatives regarding electronic commerce and information security

## Podcasts & Webinars

How Esports Should Grow ft. Members of Sheppard Mullin & FTI Consulting  
11.05.2021

VIDEO: Law & Esports Bookmaking w/ ESL Gaming, Bally's Interactive & Sheppard Mullin | ESI Focus  
07.20.2021

Esports and Games Investor Roundtable  
07.30.2020

## Practices

Corporate

Privacy and Cybersecurity  
Intellectual Property  
Copyrights  
Trademarks and Trade Dress  
Entertainment, Technology and Advertising  
Litigation  
Technology Transactions  
Trade Secrets

## Industries

Artificial Intelligence  
Blockchain  
Blockchain and Fintech  
Entertainment, Technology and Advertising  
Esports & Games  
Fintech  
Hospitality  
Music

## Education

J.D., Syracuse University College of Law, 1994, *cum laude*  
B.A., University of Vermont, 1991

## Admissions

New Jersey  
New York