



## → Yasamin Parsafar

### Partner

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Yasamin Parsafar is a partner in the Intellectual Property Practice Group in the firm's San Francisco office and is Co-Leader of the firm's Blockchain & Fintech Team.

### Areas of Practice

Yasamin's practice focuses on protecting her clients' intellectual property rights through counseling, prosecution, enforcement and litigation. Yasamin uses her litigation experience to strengthen and protect her clients' intellectual property, manage risks, and position businesses to succeed in the event of a dispute. She frequently advises and protects brands on their journey into web3.0 and counsels various web 3.0 platforms, from games to marketplaces, on compliance and risk management.

**IP Advice and counseling:** Yasamin frequently advises companies venturing into the use of blockchain technology on various issues related to non-fungible tokens, metaverses, games, online marketplaces and other platforms. These projects involve copyright, trademark, trade dress, and domain issues, which Yasamin regularly advises on, including in connection with minting agreements, license agreements, joint IP development agreements, and marketplace agreements.

**Trademark/Copyright Prosecution and brand development:** Yasamin develops and manages international trademark portfolios and prosecutes trademark matters before the USPTO and the TTAB. She frequently advises clients on developing and strengthening their trademark rights and works with counsel around the world to help protect her clients' portfolios.

**IP Enforcement, defense, and litigation:** Yasamin has experience protecting brands in the metaverse and other web3.0 platforms and enforcing her clients' rights against web 3.0 infringers and counterfeiters. Her practice includes successfully taking down infringing NFTs from exchanges and other platforms, shutting down infringing coin offerings, and recovering infringing domains. Yasamin manages intellectual property disputes on a global scale, including, when necessary, litigating complex commercial claims involving copyright, trademark, trade dress, false advertising, and patent disputes in federal courts nationwide.

Recently, Yasamin's team successfully obtained summary judgment in favor of a client on issues of copyright validity and infringement, and successfully obtained a preliminary injunction prohibiting the client's competitor from selling its infringing, competing product. *ACT, Inc. v. Worldwide Interactive Network, Inc., et al.*, United States District Court for the Eastern District of Tennessee, Case No. 3:18-cv-00186-TRM-JEM.

## Honors

"Ones to Watch," *Best Lawyers*, 2024

## Experience

### Prior Matters:

*TriPlay, Inc. v. WhatsApp Inc.*: A member of the legal team for WhatsApp in a 4-patent case relating to cross-platform messaging systems filed in the District of Delaware. After favorable claim construction ruling conducted early in the case prior to discovery, obtained dismissal of entire case and invalidation of 2 out of 4 asserted patents under 35 U.S.C. § 101, after other two patents were withdrawn by plaintiff in response to institution of IPR.

*Guzik Technical Enterprises, Inc. v. Western Digital Corp.*: Served on the Western Digital legal team in the Northern District of California in a patent case relating to testing equipment for hard disk drive heads. Successfully narrowed the case from a start of 62 patent claims and 14 trade secrets to 12 patent claims and 0 trade secrets, including obtaining summary judgment of invalidity on some claims and summary judgment of non-infringement on other claims.

*Delphix Corp. v. Actifio, Inc.* (N.D. Cal.) (D. Mass): One of a team of attorneys who represented Actifio in a nine-patent case involving two jurisdictions. Case settled favorably after Delphix's patents were invalidated in IPR proceedings.

*Create Ads v. Endurance Int'l Gp. & Constant Contact* (D. Del.): On the team that served as lead counsel for companies sued by NPE. Case favorably settled after team filed summary judgment motion for lack of patentable subject matter under 35 U.S.C. § 101.

*Samsung v. NVIDIA* (E.D. Va.): Member of team that served as lead trial counsel for the defendant in a multi-jurisdiction suit. Jury found that none of the asserted claims were infringed and that the sole asserted system claim was also invalid. Litigation subsequently favorably settled with no remedy against NVIDIA.

*RPost v. Constant Contact* (E.D. Tex.): Member of team that served as lead counsel for national email marketing company in case brought by NPE. Plaintiffs voluntarily dismissed the case.

## Articles

- **Complying With AI Guidance In Employment Decisions**  
*Law360*, 07.12.2023
- **Substantiating 'Green' Marketing Claims**  
*Food Manufacturing*, 04.02.2023
- **Controversial New Open Source License for Decentralized Apps Protects Users' Data and Cryptographic Keys**  
*The Licensing Journal*, June/July 2020
- **Open Source-ish! What Defines Open Source Licensing and Why it Matters to Businesses**  
*The Licensing Journal*, 05.2020

### Blockchain and Cryptocurrency: Law of the Ledger

- "Takeaways from the Hermès Litigation over MetaBirkins NFTs," March 7, 2023

- "DAO Liability and the bZx Class Action," June 15, 2022
- "Mythical Games Scores NFL License for Blockchain Video Game," June 3, 2022
- "Blockchain and Metaverse Legal Issues for the Government and Government Contractors," May 23, 2022
- "NFTs and Intellectual Property: What IP Owners and NFT Creators Need to Know," March 25, 2021
- "Tfue Lawsuit Sparks Scrutiny of Gamer Agreements and Esports Agency Activity," May 23, 2019

## Intellectual Property Law Blog Posts

- "AI Technology – Governance and Risk Management: Why Your Employee Policies and Third-Party Contracts Should be Updated," April 27, 2023
- "Yes, UCANN!" May 1, 2019

## Labor & Employment Law Blog Posts

- "States' Increased Policing of Artificial Intelligence in the Workplace Serves as Important Reminder to Employers," August 16, 2023
- "The Use of Artificial Intelligence in Employee Selection Procedures: Updated Guidance From the EEOC," June 6, 2023

## Media Mentions

6th Circ. Won't Save Immunity Defense In ACT Copyright Row  
*Law360*, 08.23.2022

## Events

Sheppard Mullin's NFT.NYC Panel & Reception  
Sheppard Mullin New York Office, 04.11.2023

Sheppard Mullin's NYC NFT Week Panel & Reception  
Convene, 75 Rockefeller Plaza, New York, NY, 06.20.2022

Blockchain and Entertainment Webinar Series - Blockchain and Music  
Part 3 of 3  
Webinar, 04.22.2021

Blockchain Women  
FinTech Silicon Valley TV  
Sheppard Mullin Palo Alto, 12.11.2019

## Podcasts & Webinars

Legit Ledger Episode 19: Copyright Issues with Generative AI with Jim Gatto and Yasamin Parsafar  
04.05.2023

The Legit Ledger Episode 16: NFT Regulatory Issues – a 2022 Review and 2023 Preview  
01.30.2023

The Legit Ledger Episode 14: SEC Wins Battle Against LBRY's LBC Token  
11.28.2022

The Legit Ledger Episode 13: NFT Insider Trading Recent Enforcement, Rulings and Why You Need an Insider Trading Policy  
11.17.2022

The Legit Ledger Episode 12: Fintech Enforcement In Light of the Ooki DAO Lawsuit with Bill Kane and Zack Golda  
11.14.2022

The Legit Ledger Episode 10: Government Overreach on Blockchain Tech? The Tornado Cash Lawsuit with Christopher Bosch and Zack Golda  
10.17.2022

The Legit Ledger Episode 7: NFT Enforceable Licenses with Jim Gatto and Yasamin Parsafar  
08.15.2022

The Legit Ledger Episode 6: DAO Liability in Light of the bZx DAO Class Action with Yasamin Parsafar and Christopher Bosch  
07.26.2022

The Legit Ledger Episode 4: Detecting and Enforcing IP Infringement in Web3 with Kevin Tian, CEO at Doppel  
06.28.2022

The Legit Ledger Episode 1: Intellectual Property Considerations for Licensing NFTs with Yasamin Parsafar and Jim Gatto  
06.12.2022

Blockchain and Entertainment Webinar Series: Blockchain and Music  
04.22.2021

## Practices

Intellectual Property

Copyrights

False Advertising, Lanham Act and Unfair Competition

Patent Litigation

Trade Secrets

Trademarks and Trade Dress

## Industries

Artificial Intelligence  
Blockchain  
Blockchain and Fintech  
Cannabis  
Esports & Games  
Financial Services  
Fintech

## Education

J.D., University of California, Davis, 2012, *Order of the Coif*  
B.S., University of California, Davis, 2009, *highest honors*

## Admissions

California

## Languages

Farsi (Persian)