Internet of Things (IoT)

As a pioneer in Internet and e-commerce law, Perkins Coie works with many of the foremost innovators and corporate consumers of Internet of Things technology. Our broad and deep understanding of the IoT and its impact on existing products and infrastructures has positioned us to handle important projects for many of the world’s leading technology companies.

Please click on the icons below to learn more.

SMART HOMES  MANUFACTURING AND INDUSTRIAL  BLOCKCHAIN
WEARABLES, HEARABLES, INGESTIBLES AND EMBEDDABLES  PAYMENT SYSTEMS  TRANSPORTATION
INTERACTIVE ENTERTAINMENT  RETAIL  SMART CITIES
COMMUNICATIONS  ENERGY  HEALTHCARE AND MEDICAL DEVICES

Services

- Advertising Marketing & Promotions
- Commercial Contracts/Consumer Protection
- Emerging Companies & Venture Capital
- Government Contracts
- Insurance Coverage
- Intellectual Property
- Mergers & Acquisitions
- Privacy, Data Security & Breach Response
- Product Counsel
- Product Liability
- Regulatory Counsel & Defense
- Supply Chain Management
- Technology Transactions

Our IoT lawyers help clients evaluate and launch new products in an evolving regulatory environment, solidify strategic partnerships and defend proprietary technologies for interconnected devices. We counsel clients at public and private companies, government entities and nonprofits as they pursue, deploy and leverage commercial IoT opportunities, products and services. We also regularly provide guidance to investors as they make and divest IoT portfolio company investments.
Accelerated innovation in real-time, machine-to-machine communication has ushered in a new era of convenience. The disruptive nature and global scale of the Internet of Things have prompted many leading home product manufacturers to make their goods “smart” via sensor technology refinements and upgrades, resulting in widespread consumer interest in purchasing connected versions of household appliances.

As companies refocus efforts to meet consumer demand, they are facing numerous challenges. Evolving regulations pertaining to data privacy and security and insurance coverage, among other areas, have presented unique obstacles as policymakers and manufacturers alike seek to identify and reduce consumer vulnerability. As greater product autonomy envelops households, we provide product counsel, help our clients develop protocols to protect data, assist with business partnership negotiations and provide guidance on legal and ethical considerations as they negotiate business partnerships. View our representative experience.

**AREAS OF FOCUS**

- Product Counsel
- Product Liability
- Insurance Coverage
- Class Action Defense
- Privacy and Security
- Intellectual Property
- Technology Transactions
- Consumer Protection

Manufacturers are trying to increase profits as they create Internet of Things infrastructures that help predict maintenance costs and lead to better asset management. As more affordable sensor technologies become available and maintenance costs decrease, manufacturers are developing infrastructural frameworks required to provide a smarter, more holistic view of data and more efficient processes to assemble goods. Big data from this process has tremendous value.

Our team has worked with numerous manufacturers as they negotiate contracts with vendors to embed sensor technology in new machinery and integrate legacy devices with the industrial IoT. We also regularly provide counsel to companies that manufacture the sensors that make IoT connectivity possible. View our representative experience.

**AREAS OF FOCUS**

- Product Counsel
- Blockchain Technology
- Privacy & Security
- Insurance Coverage
- Technology Transactions
- Product Liability
- Consumer Protection
- Labor & Employment

Serving as the foundational technology behind popular cryptocurrency bitcoin, the vast potential for blockchain technology to revolutionize chain-of-custody logistics is coming into clear focus. We represent the full gamut of entities and individuals who are developing and investing in blockchain technologies and digital currency-related businesses.

Our clients range from emerging and stealth startups to some of the biggest players in the industry. As a natural extension of our extensive history representing Internet and mobile technology companies, including many of the first decentralized virtual currency companies, we have been focusing on blockchain technology since it first hit the scene.
and are considered a leading law firm in this area. View our representative experience.

AREAS OF FOCUS

- Blockchain Technology and Digital Currencies
- Government Contracts
- Privacy and Security
- Advertising, Marketing and Promotions
- Labor & Employment
- Retail & Consumer Products
- Intellectual Property
- White Collar & Investigations

From wearable technology, such as activity trackers, sensor-embedded clothing and other smart accessories, to medical and personal biotechnology, including ingestibles, hearables and embeddables, the biological IoT (BIoT) is evolving at a rapid pace. An explosion of APIs available to developers, along with access to new data sources, is enabling service providers and product manufacturers to gain insights and create powerful solutions to many previously unforeseen problems.

Our IoT team is at the forefront of these changes, providing counsel to in-house legal teams, executives, developers and engineers as they leverage these APIs and data to develop and implement BIoT interfaces and products. Our experience goes beyond understanding the evolving IoT legal framework. In addition to our deep understanding of the ethical issues and regulations related to administering preventive therapies and revolutionizing lifestyle, medical and wellness treatments, we are well-versed in all technological aspects of the software platforms and hardware infrastructures that power BIoT connectivity. View our representative experience.

AREAS OF FOCUS

- Product Counsel
- Commercial and Patent Litigation
- Biotechnology
- Retail and Consumer Products
- Insurance Coverage
- Privacy and Security
- Healthcare
- Intellectual Property
- Product Liability
- Consumer Protection

Financial services and payment products and systems have been redefined by the Internet, new payment service providers and the development of new electronic payment infrastructures. There are now more channels than ever for banks and financial services providers to connect with customers that are empowered to perform routine banking activities from mobile devices.

In addition to changes in the way consumers transmit payments, the Internet of Things brings with it a promise of disruption to the traditional business models of financial services industry participants as third-party intermediaries. As the number of connected objects rises, banks and other financial services providers seeking to capitalize on the IoT’s potential by using the bitcoin protocol and developing parallel blockchains and/or sidechains will need to improve scalability and resolve challenges in data security and connectivity to meet customer demands.

Perkins Coie has an especially strong practice helping clients who have developed or integrated new and complex financial services technologies, such as blockchain solutions, marketplace payment processing and virtual currency
exchanges, navigate the complicated web of financial services rules and regulations.

AREAS OF FOCUS

- Blockchain Technology & Digital Currency
- Electronic Financial Services
- Product Counsel
- Privacy and Security
- Intellectual Property
- Finance
- Investment Management
- Internet & E-Commerce
- Retail and Consumer Products
- Financial Services Corporate, Regulatory, Compliance Transactions

The transportation industry has embraced IoT technology as a means to spur even greater innovation. Vehicle manufacturers—as well as parking structures, airports and railways—that have integrated connectivity into their infrastructure, have created conveniences for consumers and much-needed cost containment for public and private sector entities.

The impact of the IoT doesn’t end with traditional modes of transportation. Unmanned aircraft are already flying and will eventually occupy large swaths of global airspace. Driverless cars are being tested and will eventually share the roads with motorists as on-demand transportation services are systemically disrupted. IoT is becoming an ever-present feature of modern life. As the law struggles to keep pace, we help our clients remain compliant with the latest regulatory developments, solidify strategic partnerships and defend proprietary technologies as they explore ways to unleash the potential of a highly connected world. View our representative experience.

AREAS OF FOCUS

- Product Counsel
- Blockchain Technology
- Privacy and Security
- Consumer Protection
- Technology Transactions
- Intellectual Property
- Product Liability
- Semiconductor

A global infrastructure of physical objects connected via the Internet of Things will profoundly alter how consumers interact with all networked technology, including media and entertainment platforms. Like the IoT, interactive entertainment has seen impressive year-over-year growth with advances in mobile software and devices, as well as the large scale proliferation of disruptive technologies, like augmented and virtual reality.

From gaming, movies, sports and global tourism to education, patient care and AEC projects, advances in immersive virtual worlds and their integration with traditional entertainment distribution channels will dominate the way we learn, work and play. For now, our IoT team helps interactive entertainment companies forge the right partnerships and comply with laws governing the physical world as distinctions between realities are creatively blurred. View our representative experience.

AREAS OF FOCUS
Reliance on mobile devices as drivers of highly personalized shopping portals where consumers can research and purchase goods continues to increase. To outpace the competition, savvy retailers are exploring alternatives to traditional approaches to consumer engagement, inventory management, asset tracking and payment processing.

We advise clients on compliance in connection with the collection, storage, use and distribution of personally identifiable consumer information, behavioral advertising campaigns, biometrics and cognitive computing initiatives, federal and state payment system and digital currency laws and product liability matters, among other areas.

Today's retailers understand that failing to explore connected technologies may mean risking well-earned relevance. We help retailers adopt and implement IoT strategies that may lead to business growth and greater brand loyalty. View our representative experience.

**AREAS OF FOCUS**

- Retail and Consumer Products
- Consumer Protection
- Privacy and Security
- Advertising, Marketing and Promotions
- Blockchain Technology and Digital Currencies
- Technology Transactions
- Intellectual Property
- Labor and Employment

Smart cities are not built overnight. As more “things” become sensors, incremental steps toward creating interconnected urban landscapes are transforming the way we live and operate. As public and private sectors converge to build smart city infrastructures, questions related to privacy and data security, government contract procurement processes, labor and insurance coverage, among others, must be addressed.

Our IoT team has helped parties on both sides of the negotiation table tackle key contractual and regulatory challenges that arise in smart city IoT infrastructure projects. View our representative experience.

**AREAS OF FOCUS**

- Government Contracts
- Consumer Protection
- Privacy and Security
- Insurance Coverage
- Technology Transactions
- Environment, Energy & Resources
- Product Liability
- Blockchain Technology
The essence of Internet of Things (IoT) is wireless connectivity. Wireless connectivity, both the spectrum services and the devices that enable the wireless connectivity, is exclusively regulated by the Federal Communications Commission. The FCC and other regulators around the world are examining IoT equipment certification matters, licensed and unlicensed wireless spectrum allocations and policies, and other IoT-related regulatory issues for consumers, device manufacturers and wireless service providers.

Regardless of the industry served by the IoT device or service, wireless connectivity and control are the critical elements that transforms the seemingly ordinary to extraordinary IoT. Wireless providers, edge providers, advertisers, health providers, financial service companies, among countless others, have an opportunity to create networks of comprehensive data that leads to unexpected insights.

We help our clients navigate the IoT landscape as it reinvents consumer relationships with a growing range of devices and appliances. Our team provides FCC regulatory counsel in connection with FCC equipment certification, licensed and unlicensed wireless services, and comprehensive FCC regulatory compliance advice and counsel, including on broadband privacy, net neutrality and FCC enforcement defense. View our representative experience.

AREAS OF FOCUS
- Communications
- Class Action Defense
- Privacy and Security
- Advertising, Marketing and Promotions
- Blockchain Technology & Digital Currency
- Technology Transactions
- Intellectual Property
- Corporate Governance

The number of devices being managed by utility companies around the world is projected to grow by more than 1 billion by 2020. Utility companies have used machine-to-machine solutions to communicate with residential devices and control power-grid functionality for quite some time.

As cities get smarter, energy companies must follow suit and expand their infrastructures to meet the growing demands of consumers to accurately and reliably monitor energy consumption. As consumer empowerment grows and competition increases, energy and power providers are exploring advances in smart metering like never before.

Our IoT lawyers help our energy clients assess, structure, finance and negotiate all aspects of IoT energy projects, as well as litigate the full range of connectivity-related energy disputes that arise. View our representative experience.

AREAS OF FOCUS
- Energy
- Environment and Natural Resources
- Clean Technology
- Privacy and Security
- Government Contracts
- Technology Transactions
- Product Liability
- Business Litigation
Healthcare organizations are actively seeking ways to improve the delivery of patient information and care. The need for in-depth analysis of data that will enable healthcare providers to efficiently deliver much-needed treatments continues to drive innovation.

As connected intelligent systems provide rapid access to critical patient data, healthcare organizations continue to struggle with regulatory compliance issues as they update infrastructures to deploy interconnected devices and networks. Lawyers in our IoT group regularly advise healthcare providers and vendors as they work together to connect the dots that will revolutionize patient care. View our representative experience.

**AREAS OF FOCUS**

- Product Counsel
- Biotechnology
- Healthcare
- Insurance Coverage
- Privacy and Security
- Intellectual Property
- Product Liability
- Consumer Protection

**EXPERIENCE**

**BLOCKCHAIN**

**IoT - Blockchain**
Represented Andreessen Horowitz in a $25 million Series B investment in Coinbase, a San Francisco-based Bitcoin wallet and platform where merchants and consumers can conduct transactions with digital currency. The investment was the largest investment to date in the Bitcoin and virtual currency industry.

**IoT - Blockchain and Manufacturing**
Advised a designer and producer of ASIC chips and products and PCB boards on technological and data management aspects of its integration of blockchain technology into its everyday applications.

**IoT - Blockchain**
Advised 15 U.S. House Representatives and Senators on ways to integrate blockchain technology into government functions to reduce bureaucracy.

**IoT - Blockchain**
Represented Overstock in its shelf registration statement of the first ever SEC-registered public offering of digital securities and the first project to use blockchain technology. Overstock created a startup called T0 that served as the trading platform for digital securities. We represented Overstock in the creation of the startup and prepared the shelf registration statement for the public offering.

**IoT - Blockchain**
Advised PeerNova on the development of its blockchain-based financial services technology platform.

**IoT - Blockchain: Financing**
Represented a provider of data layer platform technology that records and stores any type of data into the blockchain in its preferred stock financing.

**IoT - Blockchain: Regulatory Compliance**
Advised a provider of data layer platform technology that records and stores any type of data into the blockchain on regulatory compliance in connection with international trade activities.

**COMMUNICATIONS**
IoT - Blockchain
Advised Bitfury on technological and data management aspects of its integration of blockchain technology into its everyday applications.

IoT - Communications
Represent a leading microchip manufacturer on FCC certification of wireless-enabled wearable devices and related compliance advice.

IoT - Communications
Represent a wireless-enabled culinary device maker in obtaining FCC device certification and related compliance advice.

IoT - Communications
Provide advice to a leading provider of IoT module devices regarding FCC device certification and related compliance advice.

IoT - Communications
Negotiate a wireless resale (MVNO) agreement on behalf of leading IoT home appliance manufacturer with a Canadian mobile wireless service provider.

IoT - Communications
Advise a leading U.S. mobile wireless provider on FCC spectrum matters relating to provision wireless data services for IoT devices.

IoT - Communications
Represented a telecommunications service provider in the acquisition of patents related to various aspects of Internet of Things technologies.

IoT - Telecommunications
Represented a mobile wireless access solutions company in connection with the negotiation and drafting of VAR and development agreements with a provider of network infrastructure and mobile-device related services to bundle technologies to create a device that will be marketed and sold to telecommunications providers.

IoT - Communications
Represented a provider of communications software and hardware solutions for large enterprises in developing a global purchase agreement that will enable IoT connectivity and big data management.

IoT - Communications
Represented a provider of industrial services for the Internet of Things in patent analysis matters.

IoT - Communications and Transportation
Represented a provider of location-sharing services, for global positioning system-enabled automobiles, mobile phones and other kinds of devices, in negotiations of commercial contracts with various telecommunications providers.

ENERGY

IoT - Energy: Patent Acquisition
Represented Itron, Inc., a technology services company that provides smart-meter solutions, in acquiring patents in connection with various Internet of Things technologies related primarily to automated data collection for public utility data.

IoT - Energy
Phoenix IP v. Itron, Inc.
U.S. District Court for the Eastern District of Texas
Represented Itron in patent case relating to energy management software. Case settled.

IoT - Energy: Smart Meters
Phoenix IP v. Itron, Inc.
Represented Itron in patent case relating to energy management software. Case settled.

IoT - Energy and Manufacturing: Acquisition of a Smart Meters Company
Acquisition by Itron, Inc. Represented Itron, Inc. in its acquisition of Actaris Metering Systems.
IoT - Energy; Manufacturing
Represented a provider of an energy management software platform that forecasts energy demand and automatically adjusts a building’s HVAC settings in multiple preferred stock financings.

IoT - Energy
Represented a provider of smart meter analysis software for energy optimization in general patent matters.

IoT - Energy
Represented a provider of smart meter analysis software for energy optimization in multiple preferred stock financings.

IoT - Energy
Representation of purchaser/end user in project on a military installation in Hawaii involving the installation, financing, operation, maintenance and management of utility efficiency equipment and related measures.

IoT - Energy
Representation of developer in preparation of energy services performance contracts for use in multiple jurisdictions.

HEALTHCARE AND MEDICAL DEVICES

IoT - Healthcare (Biotechnology)
Represented a sleep tracking company, which uses data to track sleep patterns, in licensing agreements for use of technology and drafted the terms of use for the app, which is offered on the Apple Health platform.

IoT - Healthcare (Biotechnology)
Represented a developer of a blood-flow monitoring device in general IP matters.

INTERACTIVE ENTERTAINMENT

IoT - Interactive Entertainment
Represented a company, dedicated to creating innovative ways to share extreme sports experiences, as product counsel in its research, development and launch (including advertising and marketing compliance matters) of a camera that live streams activities to the Internet.

IoT - Interactive Entertainment: Privacy and Data Compliance Advice for a Voice Recognition Startup
Represented a developer of artificial intelligence, mobile connectivity along with scripted passages before the FTC and Congress in issues related to privacy and data security compliance.

IoT - Interactive Entertainment: Privacy and Data Security Class Action
Represented a developer of artificial intelligence and mobile connectivity along with scripted passages in a class action case that raises cutting-edge questions of privacy law in relation to connected devices.

IoT - Interactive Entertainment: Financing
Represented a developer of artificial intelligence and mobile connectivity with scripted passages in its preferred stock financings.

IoT - Interactive Entertainment
Represented Magic Leap, a developer of a wearable, dynamic-image computing interface that harmonizes with human senses, in its preferred stock financing.

IoT - Manufacturing & Industrial
Represented a manufacturer of smart lighting systems with big data collection capabilities in connection with privacy and data security matters and implementation, reseller and OEM agreements.

MANUFACTURING

IoT - Smart Homes: Product and Privacy Counsel
Represented an IoT platform developer in connection with various agreements with manufacturers to integrate their sensor modules into connected products.

IoT - Manufacturing: Communications Regulatory Advice for Smart Culinary Device Manufacturer
Counsel and advise a smart culinary device manufacture regarding FCC equipment certification regulations relating to its wireless-connected sous vide cooking device.
IoT - Smart Homes: Product and Privacy Counsel
Represented a leading manufacturer and distributor of electronic test tools, biomedical equipment and networking solutions in connection with the development and international launch of its IoT-related system of software and wireless test tools.

IoT - Manufacturing: Patent Analysis
Represented a global component supplier company with patent analysis related to commercial RFID systems.

IoT - Manufacturing: Patent Review
Represented a semiconductor company in analyzing quality and valuation for numerous patents related to IoT technologies in purchasing certain more valuable patents related to various IoT standards.

IoT - Manufacturing: Patent Prosecution
Represented a semiconductor company with targeted patent prosecution and post-grant practice counsel related to IoT technology.

IoT - Manufacturing: Acquisitions of IoT Patent Portfolios
Represented a semiconductor company with valuation and due diligence counsel related to acquisitions of IoT patent portfolios.

IoT - Energy and Manufacturing: Patent Acquisition
Represented Itron, Inc. in acquiring patents in connection with various Internet of Things technologies related primarily to automated data collection for public utility data.

IoT - Smart Homes and Manufacturing: Data Privacy and Security Advice
Provide ongoing advice to a smart home device manufacturer in connection with privacy and regulatory compliance issues.

IoT - Smart Homes and Manufacturing: Data Privacy and Security Best Practices
Advised a smart home device manufacturer on its creation of IoT privacy best practices for a segment of the smart homes industry.

IoT - Manufacturing & Industrial
Represented a manufacturer of smart lighting systems with big data collection capabilities in connection with privacy and data security matters and implementation, reseller and OEM agreements.

IoT - Blockchain and Manufacturing
Advised a designer and producer of ASIC chips and products and PCB boards on technological and data management aspects of its integration of blockchain technology into its everyday applications.

IoT - Transportation and Retail: Industry Standards Advice for Unmanned Vehicle Systems Use
Represented an online retailer in a proceeding before the National Telecommunications and Information Administration (NTIA) focused on the creation of privacy standards for the commercial and private use of unmanned aircraft systems.

IoT - Retail
Represented a global provider of automated retail solutions in privacy and data security matters related to push notifications.

SMART CITIES

IoT - Smart Cities
Represented a designer and manufacturer of public-facing smart communications infrastructure sensor technologies in negotiations to embed sensors in cities throughout the United States.

IoT - Smart Cities
Represented broadband service provider on federal, state and local laws governing broadband services integrated into city infrastructures.
Represented a global technology company on infrastructure lease agreements and related regulatory matters pertaining to broadband technology integration in regions throughout the United States.

**IoT - Smart Cities**
Advised an international broadband service provider on state and local permitting issues and procurement of local franchises.

**IoT - Smart Cities**
Represented an equipment manufacturer in FCC proceedings to expand competition in the market for navigation devices.

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**SMART HOMES**

**IoT - Smart Homes: Product and Privacy Counsel**
Represented one of the leading home appliance companies in the world as product counsel in connection with IoT-related privacy and data security matters.

**IoT - Smart Homes: Product Counsel**
Represented a multinational Internet-related products and services company as product counsel in connection with the terms of service and privacy policy for its home speaker and smart home hub device.

**IoT - Smart Homes and Manufacturing: Data Privacy and Security Advice**
Provide ongoing advice to a smart home device manufacture in connection with privacy and regulatory compliance issues.

**IoT - Smart Homes and Manufacturing: Data Privacy and Security Best Practices**
Advised a smart home device manufacturer on its creation of IoT privacy best practices for a segment of the smart homes industry.

**IoT - Smart Homes: Manufacturing and Development Agreements**
Represented a home automation producer of programmable, self-learning, sensor-driven, Wi-Fi-enabled devices in connection with various hardware manufacturing and co-development agreements.

**IoT - Smart Homes: Service Contract Regulatory Advice**
Advised a smart home device manufacturer on its creation of an IoT customer loyalty and service warranty program for a segment of the smart homes industry.

**IoT - Smart Homes**
Represented a developer of wireless lighting systems and controls in the development of consumer-facing website and app terms of use and privacy policies, as well as in numerous reseller, development, VAR and OEM agreements.

**IoT - Smart Homes: Transactional Advice**
Negotiating a commercial wireless resale (MVNO) agreement, on behalf of a smart home device manufacturer, with a wireless carrier to provide an additional means of device connectivity and access for redundancy and to serve customers located in places without landline broadband access providers.

**IoT - Smart Homes: Product and Privacy Counsel**
Represented an IoT platform developer in connection with various agreements with manufacturers to integrate their sensor modules into connected products.

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**TRANSPORTATION**

**IoT - Transportation and Retail: Industry Standards Advice for Unmanned Vehicle Systems Use**
Represented an online retailer in a proceeding before the National Telecommunications and Information Administration (NTIA) focused on the creation of privacy standards for the commercial and private use of unmanned aircraft systems.

**IoT - Transportation and Payments: IP Due Diligence**
Represented a venture capital company with IP-related due diligence pertaining to IoT and UAV technology.

**IoT - Transportation: Integrator Patent and UAV Manufacturer**
Represented an Internet of Things UAV company in connection with patent prosecution of sensor-based and automated UAV delivery and safety technology.
IoT - Transportation: Investments
Represented Delphi Automotive PLC in connection with strategic investment in, and long-term commercial development contract with, Ottomatika, Inc., a driverless car software automation company.

IoT - Transportation: Investments
Represented Delphi Automotive PLC as the lead investor in a Series D financing of Tula Technology, Inc., an engine control software company.

IoT - Transportation: Strategic Acquisition
Represented Delphi Automotive PLC in its acquisition of PureDepth Ltd., a leading 3-D display technology provider.

IoT - Transportation
Represented a provider of location-sharing service for global positioning system enabled automobiles, mobile phones and other kinds of devices in multiple preferred stock financings.

IoT - Communications; Transportation
Represented a provider of location-sharing service for global positioning system enabled automobiles, mobile phones and other kinds of devices in general employment matters.

WEARABLES, INGESTIBLES, HEARABLES AND EMBEDDABLES

IoT - Wearables, Hearables, Ingestibles and Embeddables: API and Software Development
Represented an IoT and wearables company in connection with development of an application programming interface (API) and software development kit (SDK) to spur adoption of Internet of Things and wearable technology.

IoT - Wearables, Hearables, Ingestibles and Embeddables: Supplier Agreements Advise
Represented an IoT and wearables company in connection with negotiation of supplier agreements related to hardware and software component integration within wearable products.

IoT - Wearables, Hearables, Ingestibles, Embeddables and Manufacturing: Product Counsel
Represented a multinational Internet-related products and services company as product counsel in connection with various eyewear and audio wearable devices.

IoT - Wearables, Hearables, Ingestibles & Embeddables: Privacy and Data Security Class Action
Representing a voice recognition startup in a class action case that raises cutting-edge questions of privacy law in relation to connected devices.

IoT - Wearables: Wearables, Hearables, Ingestibles and Embeddables: Technology Integration and Terms of Use
Represented an IoT wearables company in the integration of its technology with the technology an acquired entity, including developing terms of use that obtained consent for use of both company's products and services.

IoT - Wearables: Product Counsel
Represented an IoT wearables company in connection with development and launch of new product lines of fitness and audio wearable products.

NEWS

05.31.2018
General News
General Counsel News
Consumer Protection Review Blog was featured in "Perkins Coie Announces Consumer Protection Review Blog," an article in General Counsel News, regarding the launch of the blog.

05.29.2018
Perkins Coie Announces Consumer Protection Review Blog
Press Releases
Blog offers practical legal content for the latest in advertising, marketing, privacy, promotions, products liability, unfair competition and consumer protection law.
Perkins Coie Recognized in JD Supra’s 2018 Readers’ Choice Awards
Press Releases
Perkins Coie is pleased to announce that the firm’s Blockchain Technology and Digital Currency practice and Washington, D.C. Partner Marc Martin were recognized with 2018 Readers’ Choice Awards from JD Supra.

Mondo Visione Article Expressed Gratitude from the Chamber of Digital Commerce to Perkins Coie Attorneys Joseph Cutler and Dax Hansen
General News
Mondo Visione
Perkins Coie Attorneys Joseph Cutler and Dax Hansen were mentioned in Mondo Visione, “North Carolina Leaps Forward with Blockchain” regarding their significant contributions to the Chamber of Digital Commerce in the passage of North Carolina’s Comprehensive Money Transmitter Act. The full article can viewed here.

Perkins Coie Named Among Top Firms in 2016 Chambers USA
Press Releases
Perkins Coie is proud to announce that it has again been ranked by Chambers & Partners, publishers of Chambers USA: America’s Leading Lawyers for Business, as one of the top law firms in the United States. For 2016, the firm is recognized in 37 practice areas and 127 individual attorneys were recognized.

John Wechkin Quoted in Bloomberg BNA: Law Business
General News
Bloomberg BNA: Law Business
John Wechkin was quoted in Bloomberg BNA: Law Business in “Driverless Vehicles Driving Law Firm Expansion.” The article discusses how law firms are expanding their practices to include autonomous vehicles as companies, governments and their lawyers gear up for driverless vehicles to take to the roads.

Partner Dax Hansen Quoted in Puget Sound Business Journal
General News
Partner Dax Hansen was quoted in Puget Sound Business Journal in an article titled, “Blockchain? Fintech? Firms on Cutting Edge Cash In,” regarding the blockchain industry.

Perkins Coie Represents UploadVR, Inc. in $1.25 Million Funding from Shanda Group
Press Releases
Perkins Coie represented UploadVR, Inc. a provider of information related to virtual reality (VR) topics including news, articles, events and reviews and interviews on VR topics such as hardware, entertainment, gaming and industry, in securing $1.25 million in funding from Shanda Group, a private investment group which seeks global opportunities that offer business growth or unique breakthrough potential.

Partners Don Karl and Kirk Soderquist Quoted in the Daily Journal
General News
Daily Journal
Partners Don Karl and Kirk Soderquist were quoted in the Daily Journal article, “Virtual Reality Heats Up the Legal Industry,” regarding how the legal field is dealing with virtual reality.

Partner Brian Svoboda Quoted in The National Journal
General News
The National Journal
Partner Brian Svoboda was quoted in an article in The National Journal titled, “Why It’s So Hard to Make a Campaign Donation With Bitcoin,” regarding Bitcoin and a political campaign.

Perkins Coie is Ranked Among Nation’s Top Law Firms by U.S. News - Best Lawyers® for 2016
Press Releases
Perkins Coie is pleased to announce it has been listed in the 2016 U.S. News - Best Lawyers® “Best Law Firms” with

08.27.2015
Perkins Coie’s Decentralized Virtual Currencies Mentioned in Coin Desk
Coin Desk
Perkins Coie’s Decentralized Virtual Currencies practice was mentioned in a Coin Desk article titled, "Research Examines Blockchain Securities Under US Commercial Law," regarding the research that was done on bitcoin.

08.11.2015
Brendan Murphy and Dan Ridlon Mentioned in < Re/code >
< Re/code >
Brendan Murphy and Dan Ridlon were mentioned in a < Re/code > article titled, "Legal Danger: What We Don’t Know About Virtual Reality Today Might Hurt Companies Tomorrow," regarding their collaborative presentation featuring an interactive case study that spans a product’s entire litigation cycle, from initial design and testing to a post-accident courtroom showdown.

12.03.2014
Perkins Coie Adds Senior FTC Advisor
Press Releases
Perkins Coie is pleased to announce that Janis Kestenbaum has joined the Washington, D.C. office as a partner in the firm’s Privacy & Security practice.

09.23.2014
Perkins Coie Represents Microsoft in $2.5 Billion Acquisition of “Minecraft” Creator Mojang
Press Releases
Perkins Coie represents Microsoft Corporation (Nasdaq “MSFT”) as U.S. counsel and primary intellectual property counsel in connection with its $2.5 billion acquisition of the Stockholm-based game developer Mojang, the creator of the “Minecraft” video game franchise.

01.27.2014
Perkins Coie Represents Microsoft In Acquisition of “Gears Of War” Game Franchise From Epic Games
Press Releases
Perkins Coie represented client Microsoft Corporation (Nasdaq "MSFT"), in its acquisition of the "Gears Of War" game franchise, a military science fiction video game, from Epic Games, Inc., a developer of games and cross-platform game engine technology.

06.21.13
Perkins Coie Represents EnergyRM Corp. in Landmark Energy Efficiency Transaction
Press Releases
Perkins Coie represented Energy Resource Management Corp (EnergyRM) in structuring and negotiating the energy agreements for the first installation of the Metered Energy Efficiency Transaction Structure (MEETS). MEETS relies on EnergyRM’s DeltaMeter™, a dynamic metering system which makes large scale whole-building efficiency investments feasible.

PUBLICATIONS

04.16.2018
FCC Reduces Regulatory Barriers to 5G Wireless Deployment
Updates
The Federal Communications Commission recently adopted an order containing sweeping regulatory changes to speed the deployment of advanced wireless services to provide connectivity for innovative Internet of Things, augmented reality, unmanned vehicles, and artificial intelligence-driven devices, services, and systems.

02.16.2018
Legal Risks Attached to AI Technology are Far from Artificial
Articles
Artificial Intelligence refers to a machine’s ability to simulate human intelligence to perform tasks like planning, decision-
making, and recognizing objects or sounds. Its use is not always obvious, but AI is now present in nearly every aspect of our lives - from our “smart” home products to our medical care, jobs, and businesses.

10.03.2016

**DOT Shifts Into Gear on Self-Driving Cars and Issues New Automated Vehicles Policy**

Updates

The National Highway Traffic Safety Administration (NHTSA) has issued a comprehensive policy on “automated vehicles,” more commonly known as self-driving cars.

09.08.2016

**New FCC and Administration Initiatives Adopted to Support the Internet of Things**

Updates

The Federal Communications Commission and the Obama administration recently adopted several important initiatives to facilitate innovation in and rapid deployment of the nascent Internet of Things (IoT).

06.23.2016

**FAA’s New Rules for Small Unmanned Aircraft**

Updates

Since the Federal Aviation Administration issued its proposed rules for small Unmanned Aircraft Systems (UAS) in February of 2015, the industry has been eagerly waiting to learn what the final rules will be. On Tuesday, June 21, 2016, that wait ended as the FAA announced its final rules for small UAS. Here is the FAA’s summary of the final rules and here is the complete text of the rules.

03.01.2016

**Regulatory Innovation: An Underexplored Mine of IP**

Articles

*Intellectual Property Magazine*

Regulatory uncertainty over issues such as safety can sometimes lead to patentable innovation – drones are a case in point.

06.18.2015

**Dawn of the Drones—A New Era of Insurance Coverage Issues**

Updates

Drones, or unmanned aerial vehicles (UAVs), promise to revolutionize not just commerce but the insurance markets as well. In 2014, the European Commission estimated that, within 10 years, UAVs will represent 10% of the global civil aviation fleet.

05.08.2015

**FTC Ramps Up Scrutiny of Retail Location Analytics**

Updates

To improve customer experience and understand customers’ movements and interactions on their premises, retailers, hotels and other brick-and-mortar businesses increasingly use signals from mobile devices to observe their customers’ movements.

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