



# Dan Jasnow

PARTNER AND AI GROUP CO-LEADER

Dan helps clients understand and mitigate risk as they create, launch, and sell new products across a variety of regulated industries, including AI, alcoholic beverages, and gaming.



## Industries

[AI, Metaverse & Blockchain](#)  
[Beverage & Food](#)  
[Consumer Products](#)  
[Energy & Cleantech](#)  
[Fashion & Retail Law](#)  
[Hospitality](#)

## Practices

[Advertising & Promotions](#)  
[Trademark](#)

## International

[Europe](#)  
[Latin America](#)

## Education

Georgetown University Law Center, JD, 2013  
New York University, BA, magna cum laude, 2007

## Offices

[New York](#)

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Dan is co-leader of the firm's Artificial Intelligence (AI) industry group—a cross-disciplinary team of more than four dozen lawyers practicing on the cutting-edge of AI law. In this capacity, he advises clients on safe and responsible AI design and deployment, acceptable use policies, regulatory compliance, and intellectual property protection and infringement. His clients range from early stage start-ups to some of the world's leading technology, consumer electronics, fashion, and media and entertainment companies. Among other topics, he has advised clients on the intersection of AI with copyright protection; employment law; medical devices; and wearable devices.

In addition to his experience in AI, Dan has significant experience in the alcohol beverage sector. He provides comprehensive legal guidance on the production, marketing, distribution, and sale of alcoholic beverages, including malt beverages, wine, distilled spirits, and hard seltzers. Among other things, he helps clients comply with regulatory requirements and develop effective marketing strategies.

Dan also advises on advertising and consumer protection risks. He has handled numerous successful advertising matters before the National Advertising Division of the Better Business Bureau and the National Advertising Review Board, with a focus on consumer electronics and telecommunications. Among other matters, he helped defend performance claims for OLED display technology and satellite reliability; and successfully challenged the reliability of substantiation for mascara volumizing claims. He also regularly advises clients on environmental advertising claims under federal and state advertising laws.

Dan has also been at the forefront of the metaverse and spatial computing legal space, drawing on his experience as in-house marketing counsel at Meta Reality Labs, where he advised on next-generation consumer electronics and AR/VR software products. Dan serves on the Future of XR Advisory Council Working Group on Interoperability and also helped ArentFox Schiff become the first major law firm to open an office in the metaverse. Dan co-founded and is a proud member of OutFox, ArentFox Schiff's LGBTQ+ affinity group.

## Client Work

Dan counsels clients on compliance with a variety of regulatory domains:

- Assisting companies in devising company-wide generative AI tools policies to avoid intellectual property and other risks;
- Production, marketing, distribution, and sale of alcoholic beverages, including malt beverages, wine, distilled spirits, and hard seltzers;
- Brand and consumer protection;
- Environmental advertising claims under the US Federal Trade Commission's Green Guides, including environmental sustainability, recyclability, biodegradability, and compostability claims; the use of renewable energy credits, carbon offsets, and renewable raw materials; and the development of competent and reliable substantiation and verification programs;
- Influencers, endorsements, and testimonials;
- Sweepstakes, contests, and charitable sales promotions;
- Minimum Advertised Price policies; and
- Escheat and abandoned property laws.

## Intellectual Property

Dan advises clients on trademark and copyright matters. Among other things, he advises clients on intellectual property protection and enforcement online. He routinely advises clients on trademark clearance, prosecution, and infringements. In his copyright work, Dan focuses on infringement of digital works, such as streaming video content and copyright in computer software. He has advised clients on blockchain domains, handled several UDRP proceedings, and recovered infringing domain names and social media handles for clients.

## Previous Work

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Outside of the firm, Dan is an elected trustee of the Garrison Union Free School District, a public school district in Garrison, New York. Prior to joining ArentFox Schiff, Dan served as legislative correspondent and deputy press secretary in the Office of US Senator Jeanne Shaheen and as the candidate's scheduler during her successful 2008 campaign.

## Publications, Presentations & Recognitions

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### Publications

- Quoted In: [From Wild West To Spotify: Lawyer Predicts More Licensing In Generative AI](#) | [Law.com](#), ALM, June 10, 2024
- Quoted In: [FCC votes to ban scam robocalls that use AI-generated voices](#), CNN Business, Feb. 9, 2024
- [What Brands Must Know For Calif. Recycle Label Compliance](#), *Law360*, Feb. 8, 2024
- Quoted In: [Fashion Brands Seek Stronger Sustainable Marketing Guardrails](#), *Bloomberg Law*, Jan. 31, 2024
- [How AI is Transforming Fashion and the Law](#), *Retail Leader*, October 19, 2023
- [Tips For AI-Assisted Coding Amid Open-Source Theft Claims](#), *Law360*, July 18, 2023
- Quoted In: [ArentFox Schiff Launches Metaverse Enforcement Team](#), *Law360*, January 5, 2023
- Quoted In: [The FTC Came Gunning for Fortnite. Is the Metaverse Next?](#), *Blockworks*, December 22, 2022
- Podcast: [Metaverse Lawyer Dan Jasnow Warns About Intellectual Property Law in Web3](#), *The Upland Show*, November 22, 2022
- Quoted In: [Metaverse Observers Expect Huge Wave Of Litigation](#), *Law360*, October 27, 2022
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[Kick Off Metaverse Sports Ventures With Risk Evaluations](#), *Law360*, October 17, 2022

- Podcast: [The Metaverse â?? The opportunities, and the pitfalls](#), *Legal Insider*, May 5, 2022
- [The Un-Real Estate Boom: Buying Property in the Metaverse](#), *The Fashion Law.com*, April 22, 2022

### **Presentations**

- [â??Ankler: AI â?? Friend or Foe,â?•](#) The Ankler x Advertising Week New York, Oct. 19, 2023
- [â??Into The Unknown: AI, Metaverse, and The Practice of Law,â?•](#) The Honourable Society of the Middle Temple and GW Law, Sep. 20, 2023
- [â??Intellectual Property Year In Review Conference,â?•](#) Boston Bar Association, Mar. 23, 2023
- [â??The View from the Boardroom: How Major Brands Are Navigating Legal and Business Risk in the Metaverse,â?•](#) Enterprise Metaverse at ITEXPO, Feb. 15, 2023
- [â??Metaverse, Blockchain, and Web3: The New IP Gold Rush,â?•](#) Idea Symposium- IP in the Metaverse: Protecting IP Rights in the Virtual World, Concord, NH, Nov. 4, 2022
- [â??Dispute Resolution at the Forefront: New Tech, Litigation, and Arbitration Across Worlds,â?•](#) (co-presenter) The Silicon Valley Arbitration and Mediation Center and Florida International University College of Law Roundtable, Miami, FL, Nov. 3, 2022
- [â??Discovery and Compliance in the Metaverse,â?•](#) (co-presenter) Relativity Fest, Chicago, IL, Oct. 26, 2022
- [â??My Avatarâ??s Gucci Handbag is a Knock-Off!: Intellectual Property in the Creator Economy,â?•](#) (co-presenter) The Augmented and Virtual Reality Policy Conference, Washington, DC, Sept. 14, 2022
- [â??NFTs and the Metaverse: At the Intersection of Cryptocurrency, Blockchain, and IP,â?•](#) (co-presenter) IPWatchdog LIVE 2022, Dallas, TX, Sept. 12, 2022
- [â??Metaverse & The Future of the Legal Profession,â?•](#) AIJA 60th International Congress: Rethinking The Law In Four Dimensions, Singapore, Aug. 23, 2022
- [â??IP Rights in the Metaverse: Use Cases and Key Legal Considerations,â?•](#) (co-presenter), ABPI 42nd International Congress on Intellectual Property, Sao Paulo, Brazil, Aug. 22, 2022

### **Recognitions**

- JD Supra: 2025 Readers Choice Awards, Artificial Intelligence (2025)
- *Best Lawyers*: Ones to Watch, Intellectual Property Law (2024)

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## **Bar Admissions**

[Maryland](#)

[District of Columbia](#)

[New York](#)