



Brian J. Gerling

Senior Counsel

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Profile

Brian is a technology lawyer, solving his clients regulatory and transactional issues related to the challenges facing emerging technology companies. His practice focuses on intellectual property, corporate, data privacy and cybersecurity, regulatory and New York State and local economic development.

He is also intricately engaged in the autonomous systems industry both as a legal advisor and on the policy front. He serves as the legal advisor to various unmanned aerial vehicle companies that are based or have a presence in Central New York.

Brian also represents a variety of technology clients in the environmental solutions, medical, beverage and plastics industries regarding intellectual property matters, data privacy and cybersecurity, business strategies, and, if necessary, litigation. He also regularly advises manufacturing companies related to corporate transactions and intellectual property protection and preservation.

In addition to his role at Bond, Brian is an adjunct professor at the Syracuse University College of Law Innovation Law Center, working with students to enhance the experiential learning environment on the technical, legal and business aspects involved in bringing new technologies to market.

Honors & Affiliations

- Executive Editor, Journal of Law & Technology

Representative Presentations

- New York State Travel Advisory Briefing, MACNY, July 16, 2020
- Data Privacy and Cybersecurity Legal Overview: How to Comply With New Data Protection Laws and What to do in the Event of a Data Breach, MACNY Cyber Security Summit, March 13, 2020

Other Activities

Education

- Syracuse University College of Law (J.D., *cum laude*)
- State University of New York at Binghamton (B.S. in Biology)

Bar/Court Admissions

- New York

Practices

- Intellectual Property and Technology
- Business and Transactions
- Cybersecurity and Data Privacy
- COVID-19 Essential Resources for Business

- Adjunct Professor, Syracuse University College of Law, Law Innovation Center
- Board Member, Longhouse Council,
- Board Member, Central New York International Business Alliance
- Board Member, Technology Council at MACNY