BOND SCHOENECK & KING ATTORNEYS

Jennifer L. Tsyn

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Profile

Jennifer is a business law attorney who acts as a general legal advisor for businesses of all sizes, from sole proprietors to companies with hundreds of employees.

Her clients come from many different industries, including manufacturing, financial and other services, consulting, higher education, hospitality, agribusiness and alcohol manufacturing. She has a diverse practice and handles corporate and business law matters, real estate matters and liquor licensing matters.

Jennifer assists her clients with a wide range of legal issues frequently encountered by businesses, such as contract negotiation (including vendor agreements, supply agreements, independent contractor agreements, employment agreements, distributions agreements and more) as well as real estate matters, such as leases and commercial real property purchases and sales and data privacy concerns.

Jennifer also shepherds her business clients through important transitions, including:

- Serving as borrower's counsel in a wide variety of financing transactions;
- Helping clients as they acquire another business (including asset purchases, stock purchases and mergers), or sell their business;
- Working with clients as they expand their businesses, such as by opening new locations, or forming subsidiaries or new business divisions;
- Assisting clients as they bring in new investors, or as current investors leave; and
- Helping clients who want to franchise their business, or who are interested in purchasing a franchise.

As the co-chair of Bond's statewide hospitality and tourism industry group, Jennifer works with clients in various segments of the hospitality industry, including hotels, restaurants, bars, clubs, nonprofit entities and alcohol manufacturers. For 20 years, she has helped clients obtain liquor licenses and permits, including clients seeking "retail" liquor licenses (including hotels, restaurants, sports stadiums, performing arts arenas, bars, vessels, clubs and colleges and universities) and craft manufacturers including wineries, distilleries, cideries and breweries.

Jennifer is also a Certified Information Privacy Professional (CIPP/US). Every organization, regardless of size, relies upon sensitive business information and personal information about employees and others—clients, patients, donors, data

Education

- Albany Law School (J.D., *summa cum laude,* 2003)
- State University of New York at Albany (B.A., *summa cum laude,* 2000)
- IAPP Certified Information Privacy Professional/United States

Bar/Court Admissions

- New York

Practices

- Agribusiness
- Business and Transactions
- Cybersecurity and Data Privacy
- Hospitality and Tourism
- Mergers and Acquisitions
- Property
- Startup and Emerging Business
- The Cannabis Industry

provided by business partners and contractors—for their operations. She helps her clients with respect to cybersecurity and data privacy concerns.

Honors & Affiliations

- American Bar Association
- New York State Bar Association
- Albany County Bar Association
- Justinian Honorary Law Society
- Note and Comment Editor, *Albany Law Review*

Representative Presentations

- Legislative & Regulatory Update: Impacts on the NY Wine & Grape Industry, B.E.V. NY, March 28,2023
- A Special Episode Celebrating LGBTQ History Month, Legally Bond Podcast, October 24, 2022
- Business "Summer Fun" Series - Breweries - An Interview with Chip Grieco and Jennifer Tsyn, Legally Bond Podcast, July 18, 2022
- NYS Craft Brewers Conference, Crowd Sourcing & Other Outside Investors, February 22, 2021
- NYS Craft Brewers Conference, Crowd Sourcing & Working with Other Outside Investors, April 2, 2020
- Representing the Client in a New York State Liquor License Application, New York State Bar Association, December 15, 2015

Representative Publications

- "Expanding or Altering Your Brewery Premises During COVID," *NewYorkCraftBeer.com,* November 13, 2020
- "Maintaining Control Over Your Brewery During COVID-19," *NewYorkCraftBeer.com,* November 6, 2020
- "NY Saw Big Changes to Its Liquor License Laws Last Year," *Law360*, January 7, 2020
- "Paycheck Protection Program Loans to Brewers: Risks and False Claims Act Liability," *NewYorkCraftBeer.com,* May 14, 2020
- "Business Report: Before Signing Commercial Lease," See This, S*aratoga Business Journal*, October 3, 2019; *Glens Falls Business Journal*, October 10, 2019
- "Should Your Brewery Tap Into the Kombucha Trend?," NewYorkCraftBeer.com, December 19, 2018
- "Business Report: Tips For Negotiating Commercial Leases," *Saratoga Business Journal,* October 5, 2018; *Glens Falls Business Journal*, October 11, 2018
- "Will Local Farm Brewery Laws Impact Your Brewery?," *NewYorkCraftBeer.com*, July 7, 2018
- "Legal Requirements For Beer with Fruit, Spices and Other Specialty Ingredients," *NewYorkCraftBeer.com*, June 27, 2017

- Tsyn, Jennifer L. and Lewis Belcher, Sarah, “Don't Ignore Liquor License Issues in Transactions,” *New York Law Journal*, June 27, 2016