



## Jessica L. Copeland

### Member

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### Profile

**Jessica advises her clients in all aspects of business counsel and disputes, with a particular focus on data privacy, cybersecurity and intellectual property. Jessica is chair of the firm's cybersecurity and data privacy practice.**

Jessica's broad experience includes advising clients on data privacy compliance, including state, federal and international cybersecurity and data privacy laws. She defends clients in data breach class action litigations and routinely manages data incidents, breaches and advises on breach notification obligations. Jessica also prepares incident response strategies, information governance plans, privacy policies and reviews technology and software contracts for data privacy compliance and intellectual property protection. She has a particularized knowledge on compliance with NY SHIELD Act, CCPA and GDPR, and industry-focused compliance with the NY Department of Financial Services Cybersecurity Regulations, HIPAA and HITECH. Jessica obtained a Certificate in Cybersecurity Leadership from Carnegie Mellon in 2019.

Particular to her IP litigation experience, Jessica's practice includes protecting patents and trademarks in federal and appellate courts and before the International Trade Commission for clients in industries such as medical and mechanical devices, computer software and hardware, pharmaceuticals, telecommunications, and e-commerce technologies. Jessica's experience in appellate work includes argument before the Federal Circuit.

Jessica is a veteran commercial litigator with extensive trial and appellate advocacy experience, in both state and federal court. Prior to joining Bond, Jessica practiced in the New York City office of a prominent intellectual property law firm, Morgan & Finnegan, LLP, (acquired by Locke Lord), and she was a judicial intern for Judge Leonard D. Wexler in the U.S. District Court for the Eastern District of New York.

Jessica is a certified mediator and a member of the Federal Court Mediation Panel for the Western District of the United States District Court.

### Representative Matters

- Defense of Patent Infringement Claims Against Financial Institutions, Medical Device Manufactures, and Computer Software/Hardware Companies
- Defense of Class Action Suit Related to Data Privacy
- Breach of Contract & Trade Secret Misappropriation Litigation on Behalf of Greek

### Education

- St. John's University School of Law (J.D.)
- New York University (B.A. in Mathematics)
- Carnegie Mellon University (Certificate in Cybersecurity Leadership)

### Bar/Court Admissions

- New York
- U.S. Court of Appeals for the Second Circuit
- U.S. Court of Appeals for the Federal Circuit
- U.S. District Court for the Western District of New York
- U.S. District Court for the Eastern District of New York
- U.S. District Court for the Southern District of New York
- U.S. District Court for the Western District of Pennsylvania

### Practices

- Cybersecurity and Data Privacy
- Class and Collective Action Litigation
- Intellectual Property
- Business Restructuring, Creditors' Rights and Bankruptcy
- Manufacturing

Yogurt producer

- Co-chaired Jury Trial in Complex Commercial Dispute in Erie County Supreme Court, Commercial Division
- Defense of Environmental Contamination Claims Against Oil & Gas Clients
- Defense of Financial Institutions From Patent Infringement Allegations
- Defense of Whistleblower Retaliation Claims Under OSHA in the Department of Labor

## Honors & Affiliations

- *New York Super Lawyers®*, IP Litigation, 2021
  - Upstate New York Rising Star, 2013-2015
- *Buffalo Business First*, Legal Elite of Western New York, 2020
- *Buffalo Business First*, 40 Under 40, 2020
- New York Intellectual Property Law Association
  - Privacy, Big Data & Cybersecurity Committee, Co-Chair, 2020
  - Women in Intellectual Property Committee, Member
  - Law Firm Management Committee, Member
- Former president, St. John's University School of Law Intellectual Property Law Society

## Representative Presentations

- Cybersecurity Risks Manufacturers Face, Buffalo Niagara Manufacturing Alliance, January 27, 2022
- Cybersecurity in a Remote Work Environment, CNY SHRM, July 8, 2021
- Solarwinds – Pandora's Box of Cybersecurity and Data Risks, New York Intellectual Property Law Association, June 15, 2021
- An Interview with Jessica Copeland, Data Privacy, Legally Bond Podcast, April 12, 2021
- A Review of the NY SHIELD Act and How it Impacts Your Dealership, New York State Automobile Dealers Association, May 5, 2021
- Best Practices in the COVID Era, New York Intellectual Property Law Association, February 24, 2021
- Preserving A/C Privilege & Work Product Immunity in Patent Prosecution, Litigation and Data Breach Forensic Investigations, The New York Intellectual Property Law Association, November 12, 2020
- NY SHIELD Act – Data Security Standards Set to Protect New York Resident Data, SUNY Buffalo State College, April 30, 2020
- Securely Working from Home During the COVID-19 Pandemic, iSecure, April 23, 2020
- NYS Shield Act In Review, iSecure, March 24, 2020
- GDPR Compliance for Higher Education Websites, New York City, January 15, 2020
- Cybersecurity Compliance Landscape 2020 Panel, Rochester Security Spill,

November 21, 2019

- Interactive Panel: NY Social Media Guidelines, New York Intellectual Property Law Association One-Day Patent CLE Seminar, November 13, 2019
- Changes to NYS Data Privacy Laws, Bond Buffalo Labor and Employment Law Seminar, October 24, 2019

## Representative Publications

- Quoted, "Manufacturers Are Becoming Cyberattack Targets More Frequently," *Buffalo Business First*, January 17, 2022
- Co-Author, "Recent WDNY Rulings Shine Spotlight on Election Laws and Forum Selection," *New York Law Journal* Western District Roundup, October 27, 2021.
- "Has your company been hit by a cyber attack? Here's what to do first," *Buffalo Business First*, October 7, 2021
- Co-Author, "Cases Tackle Two Discovery Issues: Privilege Waiver and Sanctions," *New York Law Journal* Western District Roundup, July 29, 2021.
- Co-Author, "Decisions Address LLC Citizenship, Standards of Review, Child Sexual Assault," *New York Law Journal* Western District Roundup, April 28, 2021
- "COVID-19: Now Infecting Cybersecurity," *New York Law Journal*, April 10, 2020
- Quoted in "You Might Not Want to Open That COVID-19 Email," *Buffalo Law Journal*, March 27, 2020
- "Maintain Your Network: Tips on Returning to Work After Parental Leave," *Managing Intellectual Property*, January 10, 2020
- "Don't Sweat It," *Buffalo Law Journal*, January 4, 2020
- "New State Law Places Emphasis on Data Security," *Buffalo Law Journal*, December 9, 2019
- "Small Business: How New York's New SHIELD Act Could Affect Your Firm," *Newsday*, November 24, 2019

## Other Activities

- Association for Data and Cyber Governance
- Buffalo Museum of Science and Tift Preservation, Board of Managers
- TechBuffalo, Board of Directors, Secretary
- SUNY Buffalo State College
  - Data Science & Analytics Master of Science Program, Advisory Board
  - Professional Applied and Computational Mathematics Master of Science Program, Advisory Board
- Western District of New York, Pro Se Assistance Program
- YWCA of Western New York, Board Member, Secretary