Jessica L. Copeland

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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 and a Certified Information Privacy Professional/United States (CIPP/US) through the ANSI-accredited International Association of Privacy Professionals.

Jessica's broad experience includes advising clients on data privacy compliance, Artificial Intelligence ("AI") governance, data breach response, and intellectual property protection. She defends clients in data breach class action litigations and routinely manages data incidents, breaches and advises on breach notification obligations. Jessica's work on incident response matters includes providing counsel navigating ransomware attacks, business email compromises and inadvertent disclosures. Specifically, Jessica handles forensic engagement and oversight, threat actor negotiations, and insurance coverage matters. Jessica also prepares incident response strategies, information governance plans, AI policies, privacy policies and reviews technology and software contracts for data privacy compliance and intellectual property protection. She has a particular knowledge on compliance with NY SHIELD Act, California Consumer Privacy Act (CCPA) and General Data Protection Regulation (GDPR), and industry-focused compliance with the NY Department of Financial Services Cybersecurity Regulations, Health Insurance Portability and Accountability Act (HIPAA) and Health Information Technology for Economic and Clinical Health (HITECH) Act.

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 also assists clients in trademark prosecution and branding counsel. 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.

Education

- St. John's University School of Law (J.D. 2004)
- New York University (B.A. in Mathematics 2001)
- Carnegie Mellon University (Certificate in Cybersecurity Leadership)
- IAPP Certified Information Privacy Professional/United States

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
- Manufacturing
- Artificial Intelligence

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 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, 2015-2025
  - 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
  - AI, Cybersecurity & Digital Technologies Committee, Co-Chair, 2023
  - 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

- Featured Segment, "WNY Living," WGRZ, May 30, 2026
- "Disaster Readiness: Backups & Critical Data," ADNET Technologies, April 30 and May 13, 2025
- "AI Use in Higher Education," M.U.S.I.C. General Counsel Roundtable, May 1, 2025
- "AI Labor Laws and Practical Guidance for Client's Use of AI Tools," Law Firm Alliance Labor and Employment Committee Conference, January 31, 2025
- “Ethical Issues in IP Rights Enforcement,” PLI New York, January 15, 2025
- "AI for Good: Harnessing Artificial Intelligence to Drive Nonprofit Impact," October 23, 2024
- "The Rise of AI: Policy Challenges for Schools," 2024 Western New York Annual Education Law Conference, August 7, 2024
- "Real World Cyber Risks for Attorneys," Brooklyn Bar Association, March 25, 2024

- "Navigating Cyber Insurance for Legal Professionals," USI Affinity, January 30, 2024
- "Mitigating Risk & Liability of a Data Breach in the Title World," New York State Land Title Association, January 18, 2024
- “Ethical Issues in IP Rights Enforcement,” PLI New York Intellectual Property Rights Enforcement 2024, January 17, 2024
- "Staying Infront of A.I." Rochester Chapter of The Institute of Internal Auditors Winter Summit, December 7, 2023
- "A Special Episode Celebrating Cybersecurity Awareness Month," Legally Bond Podcast, October 10, 2023
- "Data Breach Prevention, Risk Mitigation and Liability Insulation," Brite, September 26-27, 2023
- "ChatGPT and AI," iSecure Annual Summer Conference, July 27, 2023
- "Not Just Playing Games - Advanced Data and Other Issues in Gaming Platforms," ITechLaw Conference, May 26, 2023
- "The Rise of Legal Technology in 2023 - Opportunities and Challenges," NYSBA CLE Seminar, March 21, 2023
- "Cybersecurity: New York SHIELD Act Enforcement," The Council of Industry, February 9, 2023
- "Cybersecurity Ethics Webinar," New York State Association of School Attorneys, February 8, 2023
- "Data Privacy and Cybersecurity Concerns for Financial Advisors," Financial Planning Association – WNY Chapter, January 11, 2023
- "NY SHIELD Act Enforcement," Buffalo Niagara Manufacturing Alliance, November 15, 2022
- Panelist, "Do You Need to Build or Mature Your Business's Cybersecurity Program?," Avalon Cyber, November 15, 2022
- Panelist, "Cyber Law Society Data Privacy Panel," Touro University Jacob D. Fuchsberg Law Center, October 26, 2022
- Panelist, "Cybersecurity Panel - M&T Insurance," October 5, 2022
- Panelist, "Cybersecurity 2022," Buffalo Business First, September 22, 2022
- "Navigating the Intersection of Cybersecurity and Litigation," FBA - NDNY, August 23, 2022
- Moderator, “Cybersecurity Risk Mitigation; Lessons Learned from Ransomware Triage,” Buffalo Chapter of The Institute for Supply Management, May 6, 2022
- "Cybersecurity Risks Manufacturers Face," Buffalo Niagara Manufacturing Alliance, January 27, 2022
- "An Interview with Jessica Copeland, World Data Privacy Day," Legally Bond Podcast, January 24, 2022
- "Cybersecurity in a Remote Work Environment," CNYSHRM, 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," 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
- Panelist, "Cybersecurity Compliance Landscape," Rochester Security Spill, November 21, 2019
- Panelist, "NY Social Media Guidelines," New York Intellectual Property Law Association CLE Seminar, November 13, 2019

Representative Publications

- "NYAG's Enforcement of Mandated Cybersecurity Safeguards Sends Expensive Shock Waves through Varying Industries," *New York Law Journal*, February 4, 2025
- Quoted, "FTC's Marriott Data Breach Order Echoes States' Right to Delete," *Bloomberg Law*, November 12, 2024
- Quoted, "What Attorneys Should Consider Before Using TikTok," *Law360*, February 10, 2023
- Interviewed, "Women in Tech: Making Your Seat at the Table," TechBuffalo, June 2022
- 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

- International Association of Privacy Professionals, Member
- The Buffalo Society of Natural Science, Vice Chairman of the Board
  - Chair of Audit Committee
- SUNY Buffalo State College, Adjunct Professor
  - 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, Local Rules Committee
- YWCA Western New York, Board Chair