



Ian V. O'Neill
Shareholder

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Denver, Colorado

Focusing on licensing and data security, technology transactions and complex corporate intellectual property matters, Ian O'Neill assists clients ranging from start-ups to large public companies in succeeding in their mobile, technology, media and cloud based businesses.

Ian has nearly two decades of experience working on the cutting edge of digital product development and commerce. His experience in mobile and internet commerce includes mobile payments, app development, social networking, online and mobile gaming, e-commerce, digital content distribution, state and federal privacy issues, and payment processing. Additionally, Ian counsels clients on software licensing, SAAS, OEM, VAR and distribution arrangements, outsourcing, strategic relationships, and other technology related matters.

Ian also provides compliance guidance to clients on applicable regulations including the Federal Trade Commission Act, the Children's Online Privacy Protection Act (COPPA), the Fair Credit Reporting Act (FCRA), Gramm-Leach-Bliley Act (GLBA), state data breach notification laws and the California Online Privacy Protection Act (CalOPPA).

Prior to joining Brownstein, Ian practiced at a large Denver-based national firm and at the Colorado office of a Silicon Valley based international technology-focused firm. He has a decade of experience in digital marketing, mobile gaming, promotions and advertising work, both agency side and in-house, with substantial experience in branding and corporate communications.

Practices

Intellectual Property, Cybersecurity

News & Events

- Ethics Reps and Warranties and General Licensing of Brand and Technology in Consumer Products
- Promotions, Games and Campaigns – Compliance, Rules and Ethics
- Brownstein Adds Ian O'Neill as Shareholder to Intellectual Property Practice in Denver

Publications & Presentations

- State Attorneys General Considering Issuing Cybersecurity Guidance, *Brownstein Client Alert*, October 4, 2017
- Court Expands Standing for Plaintiffs to Pursue Data Breach Claims, *Brownstein Client Alert*, August 14, 2017
- Copyright Office Enters the 21st Century with an Online Registration System for DMCA Agents, *Brownstein Client Alert*, December 13, 2016
- Health Tech Podcast - Episode 3, Brownstein Podcast Series, October 7, 2016
- Health Tech Podcast - Episode 2, Brownstein Podcast Series, August 10, 2016
- The Privacy Shield: New Requirements for Lawful Trans-Atlantic Data Transfers, *Brownstein Client Alert*, July 15, 2016
- Health Tech Podcast – Episode 1, Brownstein Podcast Series, July 1, 2016

- Mobile Commerce. A Moving Target for Legal Compliance, *Thompson Reuters/Aspatore*, 2012
- E-Commerce 2009-Big Ideas, Bigger Regulations, *Colorado Biz Magazine*, December 2008

Education

- J.D., 2005, with honors, Chicago-Kent College of Law
- LL.M., 2006, with honors, Chicago-Kent College of Law
- B.A., 1997, with honors, University of East Anglia

Admissions

- Colorado