
Jesse Saivar

Chair, Intellectual Property & Technology

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Jesse Saivar, Chair of Greenberg Glusker's Intellectual Property, Digital Media & Content Publishing, and Technology Groups, is a tech transactional attorney with deep experience in entertainment and intellectual property law.

While his clients operate within a wide range of fields, including e-commerce, SaaS and development/design, he has particular expertise in guiding tech companies whose products are built to entertain, with a stable of digital media clients offering products focused on mobile-based content (including blogs, podcasts and short form series), AR/VR, NFTs, gaming, and the metaverse.

Jesse frequently plays the role of outside general counsel to his technology and digital media clients and assists with their day-to-day operational needs, such as drafting and negotiating software licenses (including MSAs, EULAs, and SOWs) for both inbound and outbound technology, crafting his client's deals involving talent and creators as well as content and merchandise license agreements, assisting with the creation of terms of use and privacy policies, negotiating advertising and sponsorship deals, and providing strategy with respect to intellectual property disputes.

In addition to providing tech transactional strategy and support, Jesse frequently uses his traditional intellectual property background to assist his clients across a variety of industries with their general IP needs, such as overseeing their trademark portfolios, assisting with complex trademark and IP licensing, and providing strategic input on their IP enforcement efforts.

As a trusted advisor on the latest developments in intellectual property and digital media, Jesse has been quoted in *The Hollywood Reporter*, *Forbes*, *Los Angeles Times*, *Los Angeles Business Journal*, *Bloomberg BNA* and *Law.com*. He was recently recognized in

Services

- Intellectual Property
- IP Transactions:
Licensing, Acquisitions
& Dispositions
- Digital Media & Content
Publishing
- Technology
- Creator Economy
- Branded Consumer
Products
- Contests &
Sweepstakes
- Copyright Protection &
Enforcement
- Clearance & Due
Diligence
- Website & Mobile
Compliance
- Trademark Protection,
Enforcement & Drafting
- Artificial Intelligence
- Video Games,
Streaming & Esports
- Cybersecurity and
Privacy
- Crypto & NFTs
- Sports
- Consumer Claim
Defense

National Law Journal's Intellectual Property Trailblazers list.

- Food & Beverage

Awards

- Listed in *Legal 500*, US Elite Los Angeles - Intellectual Property; Media and Entertainment , 2026
- Recognized in *L.A. Times Studios'* "Entertainment Business Visionaries," 2025
- Recognized in *L.A. Times Studios'* "Legal Visionaries," 2025
- Recognized in *Daily Journal's* "Top Intellectual Property Lawyers," 2025, 2026
- Recognized in *The National Law Journal's* "Intellectual Property Trailblazers," 2020
- Recognized in *The Recorder's* "California Trailblazers," 2020
- Recognized in *Los Angeles Business Journal's*, " Most Influential Lawyers: Digital Media and E-Commerce Law"
- Recognized in *The Recorder's* "Lawyers on the Fast Track," 2013
- Recognized in *Southern California Super Lawyers*, 2021–2026
- Recognized in *Southern California Super Lawyers* Rising Stars, 2009–2011, 2013–2017

Bar Admissions

- California
- Tennessee

Education

- University of California, Los Angeles (J.D., *Order of the Coif*, 2005)
- Vanderbilt University (B.A., *magna cum laude*, 1999)
 - Public Policy Major
 - Japanese Minor