

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

Awards

- *The Hollywood Reporter*, "Top Sports Lawyers," 2025 & 2026
- *Legal 500*, US Elite Los Angeles, Intellectual Property and Media and Entertainment, 2026
- *L.A. Times Studios*, "Sports Business Visionaries," 2026
- *L.A. Times Studios*, "Entertainment Business Visionaries," 2025
- *L.A. Times Studios*, "Legal Visionaries," 2025
- *Daily Journal*, "Top Intellectual Property Lawyers," 2025, 2026
- *The National Law Journal*, "Intellectual Property Trailblazers," 2020
- *The Recorder*, "California Trailblazers," 2020
- *Los Angeles Business Journal*, "Most Influential Lawyers: Digital Media and E-Commerce Law," 2014
- *The Recorder*, "Lawyers on the Fast Track," 2013
- *Southern California Super Lawyers*, 2021–2026
- *Southern California Super Lawyers Rising Stars*, 2009–2011, 2013–2017

Bar Admissions

- California
- Tennessee

Education

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