

Peter K. Jackson

Counsel

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Peter creates bespoke contract and compliance solutions to ease legal friction for clients across the technology and media space. He is a counsel in our Intellectual Property Group.

Peter helps businesses with broad aspects of technology-related operations, with a focus on complex contracts involving IP, data, security and privacy issues. He advises on emerging issues like rights in output from generative artificial intelligence (AI) tools, on-chain contracts and data strategy, as well as nimble compliance under state and federal privacy laws like CCPA and HIPAA. His clients include content companies, AI developers, and web3 organizations, as well as SaaS providers and consumer products brands, for both B2C and B2B purposes.

Peter emphasizes an in-house approach to achieving client goals. He prioritizes empowering clients to reduce legal spend with scalable contracts and plainspoken translations of legal rules. “Bespoke solutions means meeting clients where they are while helping them think about where they’re going,” Peter says. “Building client rapport early leads to better outcomes on shorter timelines.” He will join your Discord and subscribe to your content, and apologizes in advance if he asks about plans you announce there.

Peter is certified by the International Association of Privacy Professionals for United States law as a Certified Information Privacy Professional (CIPP/US).

Prior to joining Greenberg Glusker, Peter served as Counsel at Petco and as an associate in the Data & Technology Transactions group at an AmLaw 100 firm in Los Angeles. He graduated cum laude from the University of Pennsylvania Law School, where he was president of the Penn Intellectual Property Group and a counselor in the Detkin IP Clinic.

Services

- Digital Media & Content Publishing
- Technology
- Intellectual Property
- Cybersecurity and Privacy
- Branded Consumer Products
- Crypto & NFTs
- Video Games, Streaming & Esports
- Creator Economy
- Consumer Claim Defense
- Artificial Intelligence

Professional Affiliations

- LGBT Bar Association of Los Angeles
- Member, [LexDAO](#)

Awards

- *Best Lawyers: Ones to Watch® in America*, 2026, 2027

Bar Admissions

- California

Court Admissions

- United States District Court for the Central District of California

Education

- University of Pennsylvania Carey Law School (J.D., *cum laude*, 2016)
- Northwestern University (B.S., *cum laude*, 2010)
 - Journalism & Political Science

Languages

- Spanish