



→ Brittany Walter

Associate

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Brittany Walter is an associate in the Intellectual Property Practice Group in the firm's San Diego (Del Mar) office. She is the associate co-lead of the firm's Blockchain and Fintech Team as well as the firm's Technology & Commercial Transactions Team. She is also an active member of the Sports Team, Advertising Team, and the Privacy and Cybersecurity Team.

Areas of Practice

Brittany's practice focuses on technology and commercial transactions involving intellectual property and commercial partnerships. She routinely advises clients on legal strategy for technology, commercial and corporate transactions, as well as compliance strategies for advertising and data protection regulations. She has a special focus on blockchain-based products and services, including non-fungible tokens ("NFTs"), metaverses, virtual worlds, and games.

Technology and Commercial Transactions. Brittany advises on, drafts and negotiates, agreements involving intellectual property licensing, software development, SaaS, marketing services, sourcing and distribution agreements, sponsorship agreements, stadium and venue projects, media rights agreements, and other commercial and transactional matters. Brittany also drafts terms of service for websites and mobile applications. She has significant experience drafting and negotiating NFT agreements, including but not limited to minting agreements, brand and content agreements, joint IP development agreements, auction agreements, marketplace Terms of Service, and End-User License Agreements.

Advertising. Brittany advises clients in conducting advertising campaigns, contests and sweepstakes, and brand marketing campaigns. She also counsels clients on compliance with e-mail, telephone and SMS marketing regulations.

Privacy and Data Protection. Brittany counsels clients on compliance with domestic and international privacy laws and regulations. She helps clients with drafting privacy policies and developing and implementing comprehensive privacy compliance programs.

Prior to joining Sheppard Mullin, Brittany served on Active Duty in the U.S. Air Force. She currently serves as the lead associate of Veterans at Sheppard, and has an active pro bono practice.

Honors

Recognized in Media, Technology and Telecoms - Technology Transactions, *Legal 500 US*, 2023
Sheppard Mullin's Bob Williams Community Betterment Award, 2021

Articles

- Eye on Privacy: 2024 Year in Review
01.21.2025
- Eye on Privacy: 2023 Year in Review
01.26.2024
- Eye on Privacy 2021 Year in Review
01.11.2022

Intellectual Property Law Blog Posts

- "IP Protection and the Open COVID Cure Chase," May 4, 2020

Covering Your Ads Posts

- "Thinking of Jumping on the NFT Bandwagon – Are you Prepared?," April 19, 2022
- "How the COVID-19 Lockdown will Disrupt the Upfront TV Ad Market," April 15, 2020
- "Coronavirus: Are Spectator Bans the Worst Case Scenario for Brand Sponsors?," March 6, 2020

AI Law and Policy Blog Posts

- "Court Definitively Rejects Fair Use Defense in AI Training Case," February 12, 2025
- "Florida Joins California in Adopting Ethical Guidelines for Attorney's Use of Generative AI," February 6, 2024

Antitrust Blog Posts

- "Is Antitrust Law a Viable Substitute for Net Neutrality," June 7, 2017

Game Counsel: Gaming and Esports Blog Posts

- "New York and New Jersey Move to Prohibit Social Casino Sweepstakes Model," March 24, 2025
- "Social Casino Sweepstakes Model is Under Fire – What Game Companies, Payment Processors and App Stores Need to Know," March 4, 2025
- "Operating Social Casino-Style Applications Continues to be Costly in Washington State," February 12, 2025

Healthcare Blog Posts

- "To Report or Not to Report—Is it Really A Question?" June 5, 2017

Privacy & Cybersecurity: Eye on Privacy Blog Posts

- "California Regulator Releases Updated Draft Regulations, Scales Back Proposed AI Privacy Rules," May 28, 2025

- "The CCPA Signals Focus on Data Minimization and Consumer Requests," April 25, 2024
- "California's "Delete Act" Significantly Expands Requirements for Data Brokers," October 12, 2023
- "UK Reprimands Companies For Failing to Keep Up with Access Requests," October 26, 2022
- "DAA Issues Warning On Device Fingerprinting," March 23, 2022
- "FTC Settles Security Claims With Both MoviePass and Its Owners," June, 25, 2021

Law of the Ledger: Blockchain Law Blog Posts

- "New California Law Targets Sellers of Digital Goods – Applicability to NFTs is Uncertain," October 10, 2024
- "NFT Insider Trading Compliance Policies – What They Cover and Why You Need One," June 16, 2022

Events

6th Annual All Day MCLE La-LAW-palooza

Staying Ahead of the Curve: Best Practices for Online and AI-Based Advertising in a Changing Legal Landscape
Rancho Bernardo Inn, San Diego, CA, 04.19.2024

3rd Annual Ad Law Symposium

Webinar, 05.16.2023

Ad Law Symposium

Webinar, 05.04.2022

Podcasts & Webinars

Third Annual Ad Law Symposium

05.16.2023

The Legit Ledger Episode 13: NFT Insider Trading Recent Enforcement, Rulings and Why You Need an Insider Trading Policy

11.17.2022

Ad Law Symposium

05.04.2022

Practices

Intellectual Property

Copyrights

IP Licensing, Technology and Commercial Transactions

Trade Secrets

Trademark Applications and Prosecution

Trademarks and Trade Dress

False Advertising, Lanham Act and Unfair Competition

Privacy and Cybersecurity

California Consumer Privacy Act (CCPA)

Telephone Consumer Protection Act (TCPA)

Entertainment, Technology and Advertising

Technology Transactions

Advertising

Industries

Advertising

Artificial Intelligence

Blockchain and Fintech

Financial Services

Retail, Fashion & Beauty

Sports

Education

J.D., University of San Francisco, 2018, *summa cum laude*, McAuliffe Honor Society

B.S., United States Air Force Academy, 2005, *Distinguished Graduate*

Clerkships

Extern to the Honorable Justice Mariano-Florentino Cuéllar, Associate Justice of the Supreme Court of California

Admissions

California

U.S. District Court, Northern District of California

Languages

Spanish