



→ Daniel E. Schnapp

Partner

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Daniel E. Schnapp is a partner in the Entertainment, Technology and Advertising Practice Group in the firm's New York office. He is Co-Leader of the Artificial Intelligence Team and Team Leader of the firm's Technology Transactions Team and Esports & Games Industry Team.

Areas of Practice

Daniel provides strategic counsel and transactional support for multinational corporations, as well as midcap and startup companies, in connection with a wide range of legal and policy issues arising out of the convergence of technology, advertising, entertainment and media, electronic commerce, intellectual property (IP), privacy, data breach, information security, and compliance and risk management, including:

- Digital video and music content licensing and distribution, and related audiovisual broadcasting initiatives on all new media platforms
- Mobile device and online app development and licensing and distribution of social media and networking services and applications
- Cloud-based content distribution models and enterprise cloud computing initiatives
- Video games and interactive entertainment development, publishing, merchandising, promotion, distribution and licensing
- Digital and traditional advertising, sponsorships, product placements and promotional arrangements
- User-generated content ingestion, distribution and syndication
- Strategic alliances and joint ventures "offshore," "near shore" and domestic information technology, call center, manufacturing and business process outsourcing
- Wireless device and network application
- Electronic publishing and distribution
- Viral marketing, contextual advertising and brand management
- Promotions, sweepstakes and contests compliance
- Record retention and disaster recovery/contingency planning compliance
- Stored value and smart card application development
- Digital signatures and public key infrastructures
- Electronic payment systems and solutions and internet banking

- Software/hardware procurement, development, licensing, distribution and export
- Systems integration and facilities management
- Data warehousing and mining
- Domain name trademark disputes
- Application storage and service provider transactions
- Website hosting and development
- Technology and data export compliance
- Patent and trademark licensing
- Intellectual property audits

Dan was selected in 2008 as one of the "Top 50 IP Attorneys Under 45" in IP Law and Business magazine.

Dan writes and lectures extensively on new developments in the areas of digital content distribution and syndication, cloud-based content distribution models, end user-generated content and social networking initiatives, outsourcing, electronic commerce, electronic payment systems, privacy and information security.

Honors

Top Music Attorney, *The Hollywood Reporter*, 2024-2025

Top Music Lawyer, *Billboard Magazine*, 2023-2025

Dealmakers Impact Report, *Variety*, 2021, 2023

Best Lawyers in America, *Best Lawyers*, 2020-2023

Top Entertainment Attorney, *Variety's Legal Impact Report*, 2018, 2021-2022, 2025

Legal 500 US, Media and Entertainment: Transactional, 2018-2022, 2025

Legal 500 US, Technology Transactions, 2019-2023, 2025

Chambers USA, 2012-2016

Top 50 Under 45, *IP Law and Business Magazine*, 2008

Articles

- Esports Media Rights
Fall 2021

Covering Your Ads Blog Posts

- "How the COVID-19 Lockdown will Disrupt the Upfront TV Ad Market," April 15, 2020

Game Counsel: Esports and Game Law Blog Posts

- "Congress Reintroduces the NO FAKES Act with Broader Industry Support," April 14, 2025
- "What the Future Holds for Esports Gambling," March 30, 2022

- "Esports Media Rights," October 21, 2021

Entertainment Law Blog Posts

- "Rise of the Machines: How AI is Shaking Up the Music Industry," April 5, 2023

Media Mentions

Scary or a 'Kick in the Butt'? Pros and Cons of AI Debated in Nashville By ASCAP Members
Billboard, 11.22.2023

Sheppard Mullin Launches 110-Member Global AI Team
Law360, 08.23.2023

Gaming Giants Like Activision Blizzard, Riot Bet on Esports' TV Prospects
Variety, 02.04.2022

How Esports Should Grow ft. Members of Sheppard Mullin & FTI Consulting
Esportz Network Podcast, 11.05.2021

Sheppard Mullin Launches Esports Practice Group
Law360, 02.20.2019

Impact Report
Variety, 04.20.2018

Sheppard Mullin Gains Media & Tech Expert In NYC Office
Law360, 06.19.2017

Sheppard Mullin Poaches Media and Entertainment Partner From Hughes Hubbard
The American Lawyer, 06.12.2017

Speaking Engagements

Panelist, "Navigating AI: Evolving Legal and Policy Frameworks," ASCAP, November 7, 2023

Events

Managing AI Legal Governance Panel
Sheppard Mullin, Washington DC, 11.13.2024

Sheppard Mullin's Entertainment, Technology and Advertising Practice Panel and Reception during SXSW
Parkside, Austin, Texas, 03.13.2024

Embracing the AI Wave: Navigating Monetization Opportunities and Safeguarding Against Risks in AI-Driven Business
Sheppard Mullin, 07.19.2023

How Copyright Works in 2023
Risks and Opportunities Posed by Generative AI
DX 41 London 5 New Street Square London EC4A 3TW UK, 06.21.2023

True Grit: Embracing Technological Innovation and Disruption in Uncertain Times
During SXSW
Wax Myrtle's, Austin, Texas, 03.15.2023

Masters of Advertising Law Conference - Hot Topics in Esports Advertising from Both Sides: Brands and Esports Organizations
November 8 - 10, 2022

Esports and Games Investor Roundtable
Webinar, 07.30.2020

Future of Television Conference
Digital Media Wire
09.24.2019

XLIVE Esports Summit
June 25-27, 2019

Wire Act Update: Practical Implications of the DOJ's Reversal on What Constitutes Illegal Online Gambling
Practising Law Institute
Webinar, 02.25.2019

DOJ High "Wire Act"
The Practical Implications of the DOJ's Flip Flop on What Constitutes Illegal Online Gambling
Via GlobalMeet, 01.24.2019

Memberships

Member, Law Firm Advisory Board, Association of Media & Entertainment Counsel

Member, Distributed Computing Industry Association

Member, Mobile Marketing Association

Member, Securities Industry Association's Root Certificate Authority Initiative; has served as independent counsel to the consortium of financial institutions and regulatory agencies comprising the group

Member, American Bar Association Section of Science and Technology Law; has been an active participant in the section's various initiatives regarding electronic commerce and information security

Podcasts & Webinars

How Esports Should Grow ft. Members of Sheppard Mullin & FTI Consulting
11.05.2021

VIDEO: Law & Esports Bookmaking w/ ESL Gaming, Bally's Interactive & Sheppard Mullin | ESI Focus
07.20.2021

Esports and Games Investor Roundtable
07.30.2020

Practices

Corporate
Privacy and Cybersecurity
Intellectual Property
Copyrights
Trademarks and Trade Dress
Entertainment, Technology and Advertising
Litigation
Technology Transactions
Trade Secrets

Industries

Artificial Intelligence
Blockchain
Blockchain and Fintech
Entertainment, Technology and Advertising
Esports & Games
Fintech
Hospitality
Music

Education

J.D., Syracuse University College of Law, 1994, *cum laude*
B.A., University of Vermont, 1991

Admissions

New York