



→ Yasamin Parsafar

Partner

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Yasamin Parsafar is a partner in the Intellectual Property (IP) Practice Group in the firm's San Francisco office. She is a member of the firm's Blockchain and Fintech Team and Artificial Intelligence Team.

Areas of Practice

Yasamin's practice focuses on protecting and enforcing her clients' IP rights (trademark, copyright, patent, trade secret), as well as risk management. She uses her litigation experience to strengthen and protect her clients' IP portfolios, manage risks, and position businesses to succeed in the event of a dispute. Yasamin provides strategic advice and counseling to avert disputes and to resolve disputes in a way that aligns with business goals should they arise. When necessary, Yasamin litigates cases through trial. She has over a decade of experience litigating complex commercial claims involving copyright, trademark, trade dress, false advertising, and patent disputes in federal courts nationwide.

Yasamin frequently advises businesses on unique issues related to emerging technologies such as generative AI and blockchain technology. She counsels clients on issues related to training and use of generative AI tools, policy development, and considerations for acquiring, investing in, or contracting with companies that train or use these models. With respect to blockchain technology, she has experience protecting and enforcing brands in the metaverse and other web3.0 platforms, including developing trademark portfolios in this area, successfully taking down infringing NFTs from online marketplaces, shutting down infringing coin offerings, and recovering infringing blockchain domains. She has worked with various web3.0 platforms from blockchain-based games to crypto exchanges in developing various policies and user agreements.

Honors

"Ones to Watch," *Best Lawyers*, 2024-2025

Experience

Prior Matters:

TriPlay, Inc. v. WhatsApp Inc.: A member of the legal team for WhatsApp in a 4-patent case relating to cross-platform messaging systems filed in the District of Delaware. After favorable claim construction ruling conducted early in the case prior to discovery, obtained dismissal of entire case and invalidation of 2 out of 4 asserted patents under 35 U.S.C. § 101, after other two patents were withdrawn by plaintiff in response to institution of IPR.

Guzik Technical Enterprises, Inc. v. Western Digital Corp.: Served on the Western Digital legal team in the Northern District of California in a patent case relating to testing equipment for hard disk drive heads. Successfully narrowed the case from a start of 62 patent claims and 14 trade secrets to 12 patent claims and 0 trade secrets, including obtaining summary judgment of invalidity on some claims and summary judgment of non-infringement on other claims.

Delphix Corp. v. Actifio, Inc. (N.D. Cal.) (D. Mass): One of a team of attorneys who represented Actifio in a nine-patent case involving two jurisdictions. Case settled favorably after Delphix's patents were invalidated in IPR proceedings.

Create Ads v. Endurance Int'l Gp. & Constant Contact (D. Del.): On the team that served as lead counsel for companies sued by NPE. Case favorably settled after team filed summary judgment motion for lack of patentable subject matter under 35 U.S.C. § 101.

Samsung v. NVIDIA (E.D. Va.): Member of team that served as lead trial counsel for the defendant in a multi-jurisdiction suit. Jury found that none of the asserted claims were infringed and that the sole asserted system claim was also invalid. Litigation subsequently favorably settled with no remedy against NVIDIA.

RPost v. Constant Contact (E.D. Tex.): Member of team that served as lead counsel for national email marketing company in case brought by NPE. Plaintiffs voluntarily dismissed the case.

Articles

- Complying With AI Guidance In Employment Decisions
Law360, 07.12.2023
- Substantiating 'Green' Marketing Claims
Food Manufacturing, 04.02.2023
- Controversial New Open Source License for Decentralized Apps Protects Users' Data and Cryptographic Keys
The Licensing Journal, June/July 2020
- Open Source-ish! What Defines Open Source Licensing and Why it Matters to Businesses
The Licensing Journal, 05.2020

Blockchain and Cryptocurrency: Law of the Ledger

- "CFPB Report Targets Games and Virtual Worlds – What Blockchain Game and Metaverse Companies Need to Know," May 29, 2024
- "Takeaways from the Hermès Litigation over MetaBirkins NFTs," March 7, 2023
- "DAO Liability and the bZx Class Action," June 15, 2022
- "Mythical Games Scores NFL License for Blockchain Video Game," June 3, 2022
- "Blockchain and Metaverse Legal Issues for the Government and Government Contractors," May 23, 2022
- "NFTs and Intellectual Property: What IP Owners and NFT Creators Need to Know," March 25, 2021
- "Tfue Lawsuit Sparks Scrutiny of Gamer Agreements and Esports Agency Activity," May 23, 2019

Intellectual Property Law Blog Posts

- "AI Technology – Governance and Risk Management: Why Your Employee Policies and Third-Party Contracts Should be Updated," April 27, 2023

- "Yes, UCANN!" May 1, 2019

Labor & Employment Law Blog Posts

- "States' Increased Policing of Artificial Intelligence in the Workplace Serves as Important Reminder to Employers," August 16, 2023
- "The Use of Artificial Intelligence in Employee Selection Procedures: Updated Guidance From the EEOC," June 6, 2023

Media Mentions

6th Circ. Won't Save Immunity Defense In ACT Copyright Row
Law360, 08.23.2022

Events

Trade Secrets and Patents: A Comprehensive Approach to Protecting Intellectual Property
Evaluating the Protection Options, Weighing the Benefits and Risks
Webinar, 02.25.2025

Sheppard Mullin's NFT.NYC Panel & Reception
Sheppard Mullin New York Office, 04.11.2023

Sheppard Mullin's NYC NFT Week Panel & Reception
Convene, 75 Rockefeller Plaza, New York, NY, 06.20.2022

Blockchain and Entertainment Webinar Series - Blockchain and Music
Part 3 of 3
Webinar, 04.22.2021

Blockchain Women
FinTech Silicon Valley TV
Sheppard Mullin Palo Alto, 12.11.2019

Podcasts & Webinars

Legit Ledger Episode 19: Copyright Issues with Generative AI with Jim Gatto and Yasamin Parsafar
04.05.2023

The Legit Ledger Episode 16: NFT Regulatory Issues – a 2022 Review and 2023 Preview
01.30.2023

The Legit Ledger Episode 14: SEC Wins Battle Against LBRY's LBC Token
11.28.2022

The Legit Ledger Episode 13: NFT Insider Trading Recent Enforcement, Rulings and Why You Need an Insider Trading Policy
11.17.2022

The Legit Ledger Episode 12: Fintech Enforcement In Light of the Ooki DAO Lawsuit with Bill Kane and Zack Golda
11.14.2022

The Legit Ledger Episode 10: Government Overreach on Blockchain Tech? The Tornado Cash Lawsuit with Christopher Bosch and Zack Golda
10.17.2022

The Legit Ledger Episode 7: NFT Enforceable Licenses with Jim Gatto and Yasamin Parsafar
08.15.2022

The Legit Ledger Episode 6: DAO Liability in Light of the bZx DAO Class Action with Yasamin Parsafar and Christopher Bosch
07.26.2022

The Legit Ledger Episode 4: Detecting and Enforcing IP Infringement in Web3 with Kevin Tian, CEO at Doppel
06.28.2022

The Legit Ledger Episode 1: Intellectual Property Considerations for Licensing NFTs with Yasamin Parsafar and Jim Gatto
06.12.2022

Blockchain and Entertainment Webinar Series: Blockchain and Music
04.22.2021

Practices

Intellectual Property

Copyrights

False Advertising, Lanham Act and Unfair Competition

Patent Litigation

Trade Secrets

Trademarks and Trade Dress

Industries

Artificial Intelligence

Blockchain

Blockchain and Fintech

Cannabis

Esports & Games

Financial Services

Fintech

Education

J.D., University of California, Davis, 2012, *Order of the Coif*

B.S., University of California, Davis, 2009, *highest honors*

Admissions

California

Languages

Farsi (Persian)