

## Daniel Gerst

### Counsel

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Daniel Gerst is a member of Alston & Bird's Technology & Privacy Group. Daniel has over 20 years of experience as in-house counsel. His practice involves intellectual property transactions with an emphasis on branding at the intersection of advertising and technology. Daniel has extensive experience advising clients on high-profile relationships including strategic alliances, sponsorships, promotions, brand integrations, endorsements, licensing, customer loyalty programs, and creative services engagements. He has counseled clients in a variety of industries, including advertising, hospitality, media and entertainment, food and beverage, sports and technology.

#### *Representative Experience*

- Structured and negotiated a strategic alliance agreement for the development, production and equity interest in an interactive handheld gaming device.
- Negotiated numerous agency agreements with advertising, public relations and creative/design companies, including a multi-brand, multiyear engagement of an international advertising agency to support worldwide initiatives.
- Negotiated various sponsorship relationships with sports and entertainment entities, including a multiyear sponsorship arrangement with the Olympic Committee.
- Negotiated multiple technology agreements with software and hardware developers, telecommunications companies and web services providers, including engagement of a gaming company to develop an interactive brand guidelines training course.
- Structured and negotiated a production services agreement for the creation of advertising segments for leading technology company's home entertainment experience.
- Negotiated numerous strategic alliance relationships with airlines, motion picture studios, touring companies, sports organizations and credit card companies, including international participation partnership agreements with airlines from more than 15 different countries.
- Structured and negotiated a design/build construction agreement for the creative development and production of interactive exhibits and handheld technology devices for a \$300 million water-education-themed natural history museum.
- Negotiated multiple talent and endorsement agreements with international celebrities, athletes and restaurateurs, including a multiyear endorsement agreement with a world-renowned Olympic athlete.
- Negotiated various software services agreements with social networking, digital content delivery and advertising entities, including engagement of an agency to develop a platform for reward-themed retargeting efforts.
- Negotiated numerous brand integration agreements with various entertainment entities, including a world-renowned television host's reality television show series.

- Structured and negotiated motion picture acquisition, finance and production agreements and worldwide motion picture distribution rights license agreements for a 25 picture film library.
- Advised and consulted a financial services company in defense of a \$100 million motion picture slate claim.

## *Education*

- University of California, Hastings College of the Law (J.D., 1987)
- University of California, Berkeley (B.A., 1984)

## *Admitted to Practice*

- California

## *Related Services*

Advertising | Corporate & Business Transactions | Intellectual Property | Intellectual Property Licensing  
Transactions | IP & Software Licensing | Trademark & Copyright | Marketing & Promotions | Privacy, Cyber &  
Data Strategy | Publishing & Branded Entertainment | Sponsorship & Sports Marketing | Technology |  
Technology Transfer & Complex Licensing | Blockchain & Digital Assets | Hospitality