

Partner David C. Johnson Presents on Tennessee's ELVIS Act During the Digital Hollywood AI Summer Summit



July 23, 2024 | **PRESS RELEASES**

David C. Johnson, a partner in the firm's intellectual property team, was a featured panelist at the Digital Hollywood AI Summer Summit, which was held on Tuesday, July 23.

The panel, titled "The Elvis Act: The Tennessee Deep Fake 2024 Law," explored the recently enacted Tennessee law, known as the "Ensuring Likeness Voice and Image Security (ELVIS) Act," which addresses the protection of recording artists and others from the misuse of deep fake technology and voice cloning. The discussion considered whether this state-specific law is a precursor to federal legislation aimed at securing individual rights in the face of advancing AI technologies.

The session, moderated by Christopher Kenneally, Sr. Director of Content Marketing at Copyright Clearance Center, featured Angela L. Dunning, Partner at Cleary Gottlieb; Edward Klaris, Managing Partner at Klaris Law; David C. Johnson, Partner at Lippes Mathias LLP; and Kevin J. Greene, John J. Schumacher Chair and Professor of Law at Southwestern Law School as speakers.

David Johnson focuses his practice on helping businesses manage complex brand issues through intellectual

property strategies, prosecution, and enforcement. His clients have ranged from pre-launch startups to Fortune 100 companies. He works on a variety of branding and technology-related matters, including social media and advertising, marketing, privacy, product and packaging claims review, and intellectual property transactions. Johnson draws on his in-house legal and business experience to help clients plan their long-term business goals and tolerances for risk in strategically managing, building, and protecting multinational intellectual property portfolios. He also has experience guiding clients through a wide range of commercial transactions, including IP acquisitions and licensing, influencer engagements, and publishing agreements. Johnson advises influencers and brands working with influencers on their disclosure requirements, licensing, merchandising, and engagement agreements. Additionally, in his consumer privacy practice, Johnson counsels clients on the development of privacy compliance programs, privacy notices, contract remediation, and other issues related to obligations under U.S. privacy laws and the extraterritorial aspects of international privacy laws affecting U.S. businesses. Johnson graduated with his J.D. from William & Mary Law School and received his B.A. in international studies from Johns Hopkins University.

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David C. Johnson
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