

WILSON SONSINI

Gary R. Greenstein

PARTNER

Technology
Transactions
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FOCUS AREAS

Artificial Intelligence and
Machine Learning

Blockchain and
Cryptocurrency

Digital Media and
Entertainment

Electronic Gaming

Fintech and Financial
Services

Internet Strategy and
Litigation

Technology Transactions

Trademark and Advertising

U.S. Expansion

HIGHLIGHTS

Trusted Technology Transactions Practitioner

Gary focuses on IP, licensing, and commercial transactions, with specialized expertise in the digital exploitation of IP.

Represents Digital Media and Entertainment Clients

He regularly represents companies in transactions with record labels, music publishers, and program suppliers.

A Recognized Practitioner

Gary has been named among *Billboard* magazine's "Top Music Lawyers" for eight consecutive years (2017-2024).

EXPERIENCE

Gary Greenstein is a partner in the Washington, D.C., office of Wilson Sonsini Goodrich & Rosati, where his practice focuses on intellectual property, licensing, and commercial transactions, with specialized expertise in the digital exploitation of intellectual property. He regularly represents companies in transactions with record labels, music publishers, and program suppliers. He advises companies on complex intellectual property matters, initial public offerings, M&A transactions, audits, litigation, arbitration, legislative matters, and before federal agencies. He also frequently assists companies in the development of new business models and disruptive technologies and services. In addition, Gary advises investors on due diligence in the digital media area and companies in all stages of their development cycle.

Prior to joining the firm, Gary served as the first general counsel at SoundExchange, Inc., the sole entity designated by the Copyright Royalty Board to collect and distribute statutory performance royalties for sound recordings. Gary previously was the vice president of business and legal affairs at the Recording Industry Association of America (RIAA). In this role, he negotiated and drafted licensing agreements for webcasters and satellite radio services, managed complex arbitrations before Copyright Arbitration Royalty Panels, and prepared proposed legislation, regulations, and congressional testimony.

Before joining the RIAA, Gary was an associate in the Washington, D.C., office of Arnold & Porter, where he represented Major League Baseball on numerous matters before the U.S. Copyright Office, with a particular focus on satellite and cable television statutory licensing matters. He also served as outside counsel to the RIAA and Universal Music Group, specializing in statutory and non-statutory licensing matters for the use of sound recordings through new digital media.

Prior to his legal career, Gary was the director of planned giving at The Wilderness Society and a fiduciary real estate asset manager at The Boston Company.

CREDENTIALS

Education

- J.D., The George Washington University Law School, 1996
With High Honors; Order of the Coif; Articles Editor, The Environmental Lawyer; Member, Moot Court Board
- B.A., History, University of Pennsylvania, 1987
Cum Laude

Associations and Memberships

- Governing Committee Member, Forum Committee on Entertainment and Sports Industries, American Bar Association
- Member, State Bar of California
- Member, American Bar Association
- Member, Broadcasting, Sound Recordings & Performing Artists Committee, ABA Section of Intellectual Property Law

Honors

- Named among *Billboard* magazine's "Top Music Lawyers" for 2017, 2018, 2019, 2020, 2021, 2022, 2023, and 2024

Admissions

- Bar of the District of Columbia
- State Bar of California
- U.S. District Court for the Central District of California
- U.S. Court of Appeals for the Second Circuit
- U.S. Court of Appeals for the District of Columbia Circuit
- U.S. Supreme Court

INSIGHTS

Select Publications

- "Multiwork Statutory Licenses Offer Models for Generative AI," *Law360*, November 6, 2023
- Co-author, "Do's and Don'ts for Developing, Extending, and Using Generative AI Models," *The Computer & Internet Lawyer*, May 2, 2023
- "Second Circuit Rules That Public Performance Rights Don't Apply to Certain Digital Downloads," Wilson Sonsini Goodrich & Rosati Alert, October 4, 2010
- Contributed article to *Collective Licensing at the ISP Level*, published by the International Association of Entertainment Lawyers, 2010
- "President Signs Webcaster Settlement Act of 2008 Enabling Alternative Rate Negotiations for Internet Webcasters," Wilson Sonsini Goodrich & Rosati Alert, October 21, 2008
- Co-author, "District Court in California Rules in Favor of DMCA Safe-Harbor Defense for Video-Hosting Site," Wilson Sonsini Goodrich & Rosati Alert, September 9, 2008
- Co-author, "Second Circuit Reverses *Cablevision* Case; Holds Remote DVR Service Not Directly Infringing," Wilson Sonsini Goodrich & Rosati Alert, August 5, 2008
- "Trade Group Seeks Ruling That On-Demand Streams Are Not Distributions of Underlying Musical Works," Wilson Sonsini Goodrich & Rosati Alert, January 14, 2008

Select Speaking Engagements

- Panelist, Intellectual Property Law Association: Taylor Swift and the IP of Music, Harvard Law School, March 28, 2024
- Panelist, Intellectual Property Law Association and Wilson Sonsini: Taylor Swift and the Copyright Law, Boston College Law School, March 27, 2024
- Panelist, "Navigating the IP Landscape in AI," Techstars Seattle, Seattle, WA, July 2023
- Moderator, "Charting The Future of the Stem Marketplace," Music Biz Entertainment & Technology Law Conference, New York, NY, September 2019
- Panelist, "DIGITAL ACCOUNTABILITY FINDINGS & PANEL DISCUSSION: Is Logfile Visibility Essential for Digital Accountability?" Marketing Accountability Standards Board (MASB) Winter Summit 2019, San Diego, CA, February 2019

- Speaker, "Minefields to Minecraft: Taking Your Business Online and Doing So On The Path To Success Without the Pitfalls," State Bar of Texas 28th Entertainment Law Institute, Austin, TX, November 2018
- Panelist, "Music Licensing Update: A Changing Landscape," The American Bar Association Forum on the Entertainment and Sports Industries, 9th Annual Miami Entertainment Law Symposium, Miami, FL, April 2018
- Panelist, "Turning Data into Dollars: Monetizing Social Media Info," South by Southwest (SXSW), Austin, TX, March 2018
- Moderator, "Hot Topics in Music Tech Law," SF Music Tech Summit, San Francisco, CA, October 2017
- Panelist, "Turbulent Waters or Smooth Sailing: How Bigly Is The Future of the Music Industry?" American Bar Association Forum on the Entertainment and Sports Industries Annual Meeting, Las Vegas, NV, October 2017
- Panelist, "Developments in Copyright: The Year in Review," Music Biz 2017, Nashville, TN, May 2017
- Moderator, "RIGHTS I/O: MAPPING RIGHTS-IN TO RIGHTS-OUT," Digital Entertainment World, Los Angeles, CA, February 2017
- Moderator, "Hot Legal Issues in the Music Industry," SF Music Tech Summit, San Francisco, CA, October 2016
- Panelist, "Music and New Media – How will Copyright Act Reform, CRB Issues on Streaming Rates Impact Revenues & Royalties? Will the latest DOJ Consent Decrees Cause Total Disruption of the Performing Rights Licensing in The United States for ASCAP & BMI?," Black Entertainment & Sports Lawyers Association (BESLA) @ CBC (Congressional Black Caucus) Regional Event, Washington, DC, September 2016
- Moderator, "Content, Copyright, and Commerce," South by Southwest (SXSW), Austin, TX, March 2016
- Speaker, "Performing Rights Organizations: Evolution or Devolution?" South by Southwest (SXSW), Austin, TX, March 2016
- Moderator, "The Future of Music Rights," Digital Entertainment World, Los Angeles, CA, February 2016
- Panelist, "Digital Parliament," Los Angeles, CA, February 2016
- Moderator, "Hot Legal Issues in the Music Industry," SF Music Tech Summit, San Francisco, CA, October 2015
- Speaker, "Protection of Pre-1972 Sound Recordings," Entertainment & Technology Law Conference - NYC, New York, NY, September 2015
- Moderator, "Content, Copyright and Commerce," South by Southwest (SXSW) Interactive (#sxsw #StartupVillage), Austin, TX, March 2015
- Speaker, "The New Performing Rights Landscape: Clarity or Chaos," Digital Entertainment World, Los Angeles, CA, February 2015
- Panelist (Substitute for Jim Griffin), "Copyright, Copy Left, Do You Copy?" American Bar Association Forum on the Entertainment and Sports Industries Annual Meeting, Los Angeles, CA, October 2014
- Panelist, "Streamers Unite! How Recordings, Retail And Radio Are Combining Into New Business Models," Music Business Association Entertainment & Technology Law Conference – NYC, New York, NY, September 2014
- Panelist, "Royalty Reset," Rain Summit Indy 2014, Indianapolis, IN, September 2014
- Moderator, "Hot Topics in Music Licensing," SF Music Tech Summit, San Francisco, CA, May 2014
- Panelist, "The Impact of Digital Media and Distribution on the Entertainment and Content Industries," American Bar Association - 29th Annual Intellectual Property Law Conference, Crystal City, Virginia, April 2014
- Panelist, "Music Industry Specific Reforms," 18th Annual Berkeley Center for Law & Technology/*Berkeley Technology Law Journal* Symposium: The Next Great Copyright Act, Berkeley, California, April 2014
- Moderator, "Reforms & Suggested Changes for the Industry," UC Hastings Communication & Entertainment Law Journal Symposium 2014, San Francisco, CA, March 2014
- Moderator, "Record Label & Music Licensing Evolution," Miami Music Summit, Miami, Florida, March 2014
- Moderator, "It's a Mad, Mad, Mad, Mad World – Taking Your Company Global," ABA Forum on the Entertainment & Sports Industries and Stanford Intellectual Property Association, Stanford, CA, March 2014
- Moderator, "Digital Copyright Summit: Understanding Rights, Royalties and Licenses," Digital Entertainment World, Los Angeles, CA, February 2014
- Panelist, "License To Thrive: Direct Licensing, Compulsories & Artist Compensation," Future of Music Summit 2013, Washington, D.C., October 2013
- Panelist, "Copyright 2013," CMJ 2013, CMJ Music Marathon, New York, NY, October 2013
- Lecturer, WIPO-US Summer School on Copyright and Related Rights, Washington, D.C., July 2013

- Panelist, "Strategic Deals," SF MusicTech Summit XIII, San Francisco, CA, May 2013
- Solo Presenter, "Device/Service Proliferation: Rights Abomination?" SXSW Interactive, Austin, Texas, March 2013
- Panelist, "The Battle to Control Digital Entertainment in the Cloud," Digital Music Forum, New York, New York, February 2013
- Guest Lecturer, University of California, Hastings College of the Law, San Francisco, California, February 2013
- Moderator, "Artist Deals with Tech Companies," SF Music Tech Summit XI, San Francisco, California, October 2012
- Panelist, "Music: Breaking Beats," Digital Dumbo's dd:IMPACT, Brooklyn, New York, May 2012
- Moderator, "Gimme Shelter from the Storm Clouds," South by Southwest (SXSW) Interactive, Austin, Texas, March 2012
- Moderator, "The Licensing Landscape," SF MusicTech Summit X, San Francisco, California, February 2012
- Panelist, "New Music Services Push the Legal Envelope," Copyright & Technology 2011 Conference, New York, New York, November 2011
- Panelist, "Cloud Media Law: MP3 Tunes, Amazon Cloud Music, and *Cartoon Network v. Cablevision*," NARM Entertainment & Technology Law Conference Series, New York, New York, November 2011
- Moderator, "Getting in Synch with Section 115," CMJ 2011, New York, New York, October 2011
- "Getting Cozy with Blanket Licenses," Future of Music Coalition Policy Summit 2011, Washington, D.C., October 2011
- "How Web Music Geeks Hacked the DMCA," South by Southwest, Austin, Texas, March 2011
- "Commerce in the Digital World: The New World of Music Licensing," Canadian Music Week, Toronto, Canada, March 2011
- Moderator, "Is Copyright Law Harming or Helping the Music Industry?" The Copyright Society of Northern California, San Francisco, California, February 2011
- Moderator, "The Digital First Sale Doctrine: Who Owns – or Licenses – Digital Products and Content?" NARM Entertainment Law Conference Series (2010-2011), Los Angeles, California, October 2010
- "Progressive Response in the U.S.? Likelihood and Ramifications," Copyright & Technology 2010 Conference, New York, New York, June 2010
- Moderator, "Digital Platforms 101," ABA CLE Teleconference and Live Audio Webcast, May 2010
- Moderator, "GRAMMY SoundTables: Deals, Dollars and the Law," The Recording Academy & UC Davis School of Law, San Francisco, California, April 2010
- Moderator, "The Future of Distribution of Entertainment Content," American Bar Association – Intellectual Property Law 25th Annual Conference, Crystal City, Virginia, April 2010
- Moderator, "Mobile Panel: Reaching Fans Directly? There's An App for That," Canadian Music Week, Toronto, Canada, March 2010
- "Could Collective Licensing for P-2-P File Sharing Be a Future Source of Income for the Music Industry?" Canadian Music Week, Toronto, Canada, March 2010
- "The Trouble with Tariffs (a/k/a Is it Time to Open Pandora's Box?)" RAIN Summit North, Toronto, Canada, March 2010
- Keynote Speaker, Distributed Computing Industry Association P2P & Cloud Market Conference, New York, New York, March 2010
- Guest Lecturer, University of California, Hastings College of the Law, March 2010
- Panelist, "Consumer Protection: Best Practices - Functionality and Communications," P2P Media Summit at CES, Distributed Computing Industry Association Conference & Exposition, Las Vegas, Nevada, January 2010
- Moderator, "But How Will I Get Paid? – Reimbursement in a Digital World," CMJ Music Marathon & Film Festival, New York, New York, October 2009
- Guest Lecturer, McDonough School of Business, Georgetown University, May 2009
- Moderator, "What the Obama Administration (Plus Larger Democratic Majorities) Means for Copyright Owners, Broadcasters, Technology Companies, and Consumers," Third Annual National Sports and Entertainment Law Symposium, Virginia State Bar, Alexandria, Virginia, April 2009
- Panelist, "The Music Industry in the Digital Age: New Business Models & Legal Issues," Third Annual National Sports and Entertainment Law Symposium, Virginia State Bar, Alexandria, Virginia, April 2009
- Moderator, "Is Copyright Broken?: Can the Law Keep Up with Music on the Internet?" Chicago-Kent College of Law, Chicago, Illinois, April 2009
- "Clearances & Rights in a 360 World," Canadian Music Week, Toronto, Canada, March 2009
- Moderator, "The Digital Copyright Debate," Digital Music Forum East, New York, New York, February 2009
- Guest Lecturer, McDonough School of Business, Georgetown University, November 2008
- Panelist, SanFran MusicTech Summit, San Francisco, California, October 2008

- Moderator, "The Digital Copyright Debate: Is the System Broken? If So, How Do We Fix It?" Digital Music Forum West, Los Angeles, California, October 2008
- Harvard Law School Career Forum on Law, Technology & IP, *Journal of Law & Technology*, Boston, Massachusetts, September 2008
- Moderator, "Terrestrial Radio: What Does the Future Hold?" ABA Forum on the Entertainment and Sports Industries, Washington, D.C., June 2008
- Guest Lecturer, McDonough School of Business, Georgetown University, May 2008
- "Marketing and New Media," New Music West, Vancouver, British Columbia, May 2008
- "Resolving Webcasting Fees," South by Southwest, Austin, Texas, March 2008
- "The Evolution of Peer-to-Peer & Music: From Enemy to Business Partner," Canadian Music Week, Toronto, Canada, March 2008
- Moderator, "The Copyright Debate: Is the System Broken? If So, How Do We Fix It?" Digital Music Forum East, New York, New York, February 2008
- Moderator, "The Digital Music Industry: Where Are We? How Did We Get Here? Where Are Things Going?" ABA Forum on the Entertainment and Sports Industries Annual Meeting, New York, New York, October 2007
- "Entertainment Law 202: Digital Media in the Age of YouTube, iPods, and Cell Phones," Chicago Bar Association and ABA Forum on the Entertainment and Sports Industries, Chicago, Illinois, May 2007
- "CRB Decision #1: Participants Explain How It Happened," Radio and Internet Newsletter (RAIN) Summit 2007, Las Vegas, Nevada, April 2007
- "Reinventing Payment Models for Digital Music," South by Southwest, Austin, Texas, March 2007
- "Music Industry: Sound Recordings and Public Performance Rights," District of Columbia Bar Panel Discussion, Washington, D.C., November 2006
- "Webcasting Legal Issues Update," National College Media Convention, St. Louis, Missouri, October 2006
- Digital Music Forum West, West Hollywood, California, October 2006
- International Federation of the Phonographic Industries Performing Rights Committee, May 2006
- "Music Performance Rights, SoundExchange, and Issues in Statutory Licensing," The Copyright Society of the U.S.A.- Northern California Chapter, March 2006
- "State of Impact of Technology on Music Industry," Maryland State Bar Association, June 2005
- Washington Digital Media Conference, McLean, Virginia, June 2005