

## Adam Shevell

PARTNER

Technology  
Transactions  
San Francisco

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### FOCUS AREAS

Artificial Intelligence and  
Machine Learning  
Blockchain and  
Cryptocurrency  
Digital Media and  
Entertainment  
Electronic Gaming  
Fintech and Financial  
Services  
Mobility  
Technology Transactions  
U.S. Expansion

### HIGHLIGHTS

- **Cutting-Edge Industry Experience**  
Adam's clients operate in cutting-edge industries, including artificial intelligence and machine learning, Web3, blockchain and NFTs, DeFi, AR/VR, digital media, autonomous mobility, e-gaming, fintech, digital health, cleantech, robotics, and other emerging sectors.
- **Advises Elite Technology Companies**  
Adam has counseled leading technology companies like Google, Block (fka Square), Pinterest, Roblox, GoDaddy, and LinkedIn on complex transactional matters, including joint development, OEM integration, channel, licensing, and other commercial arrangements.
- **A Recognized Practitioner**  
Adam is recognized in the 2022-2023 editions of *Chambers USA: America's Leading Lawyers for Business*, which notes that he is "one of the best at marrying business practicality with legal rigor."

### EXPERIENCE

Adam Shevell is a partner in Wilson Sonsini's San Francisco office, where he co-leads the firm's technology transactions practice in the city. Adam advises technology companies and their investors at all stages of company development, from pioneering start-ups to leading global enterprises, angel investors, venture capital firms, and other institutions in the start-up ecosystem.

Adam represents leading Silicon Valley companies on complex and strategic transactions involving cutting-edge innovations and the launch of new products. By understanding his clients' products, markets, and business priorities, and by building deep and lasting relationships, Adam provides creative and pragmatic advice focused on delivering effective results.

Adam also works closely with Canadian start-ups on their U.S. expansion, fundraising, strategic partnerships, and exit transactions, and with Canadian venture funds investing in U.S.-based companies.

### CREDENTIALS

#### Education

- J.D., University of Toronto Faculty of Law  
*Senior Editor*, Journal of International Law and International Relations
- M.S., Politics of the World Economy, London School of Economics and Political Science

- With Merit*
- B.S., Environment, McGill University  
*With Great Distinction*

## Honors

- Recognized in the 2022-2023 editions of *Chambers USA: America's Leading Lawyers for Business*
- Named to the 2016, 2017, and 2018 "Rising Stars" lists published by *Washington Super Lawyers*

## Admissions

- State Bar of California
- State Bar of New York
- State Bar of Washington

## MATTERS

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### Select Transactions

#### *Artificial Intelligence / Machine Learning*

- Represent the leading AI industry consortium, **Frontier Model Forum**, established by Anthropic, Google, OpenAI, and Microsoft, to advance AI safety research and industry best practices
- Advise next-generation consumer device maker **Humane** in connection with commercial contract negotiations for the launch of its Ai Pin<sup>Ô</sup>
- Counsel **Cleanlab**, which uses ML models to diagnose training data issues, in connection with strategic contract negotiations
- Represent **Asari AI** in connection with intellectual property strategy and related matters
- Advise GTM AI platform provider **CopyAI** in connection with commercial contract matters and customer sales agreements
- Draft and negotiate strategic commercial agreements for autonomous robotics developer **Nuro, Inc.**
- Counsel **Bear Robotics**, the maker of the Serv robot for restaurants, in connection with its collaboration with SoftBank Robotics Group and private financing transactions
- Advise **Hyundai Mobis** in connection with its strategic collaboration with, and investment in, LiDAR maker Velodyne

#### *Electronic Gaming*

- Advise online game and creation platform **Roblox** on intellectual property and commercial contract matters, including in connection with numerous corporate acquisitions
- Represent video game developer **Epic Games** on intellectual property matters, including in connection with its acquisition of Rocket League developer Psyonix
- Counsel video game developer **Bungie** on game publishing agreements and other strategic transactions, including its buyback of the publishing rights to the Destiny franchise from Activision Blizzard
- Represent fashion e-commerce retailer **Revolve** in connection with the licensing of its intellectual property for inclusion as NFTs in a video game developed by the Muus Collective
- Advise African video game publisher **Carry1st** in connection with publishing and other commercial agreements
- Counsel blockchain video game developer **Block Tackle** in connection with content licensing for its SkateX game

#### *Web3 / Blockchain / Crypto / NFTs*

- Represent cryptocurrency income tax platform **CoinTracker** on strategic commercial transactions
- Advise metaverse technology infrastructure company **Spatial Labs** in connection with commercial contract negotiations and intellectual property matters
- Counsel blockchain innovator **Dapper Labs** in connection with its negotiations with the National Basketball Association to support non-fungible token (NFT) marketplace NBA Top Shot
- Negotiate a collaboration agreement on behalf of **Paxos Trust Company** pursuant to which it powers the cryptocurrency trading features for PayPal
- Advise Solana analytics platform **Hello Moon** in connection with data license matters and intellectual property strategy
- Represent NFT marketplace **Rarible** on intellectual property and commercial contract matters

#### *FinTech / Payments*

- Advise **Mastercard International** in the development and launch of the Mastercard Track™ global B2B procurement platform and integrated payments solution
- Represent **Brex** in connection with intellectual property strategy and commercial contract matters
- Advise **Stripe** on intellectual property matters in connection with its Series A investment in data interchange company Stedi
- Counsel personal finance company **Credit Karma** on intellectual property strategy, including in connection with its acquisition of personal finance messaging service Penny App
- Represent financial services and payments provider **Square** on intellectual property and commercial contract matters in connection with its \$243 million IPO

#### *Infrastructure / Cybersecurity*

- Advise AI chip maker **Groq** in connection with corporate acquisitions and commercial contracts
- Negotiate strategic commercial contracts for **Foundry** in connection with its compute orchestration cloud offering for ML model training
- Represent data analytics company **Palantir Technologies** on intellectual property matters in connection with its direct listing on the NYSE
- Advise infrastructure and website security provider **Cloudflare** on intellectual property matters in connection with its \$525 million IPO
- Represent global network security company **Mandiant** on intellectual property, commercial contracts, and open source software matters in connection with numerous corporate acquisitions as well as the sale of its products business to Symphony Technology Group and its subsequent acquisition by Google
- Advise domain registrar and web hosting company **GoDaddy.com** on all aspects of intellectual property and commercial contract matters in connection with its corporate acquisitions

#### *Mobile Apps / E-Commerce / Social Media*

- Counsel 3D printed footwear manufacturer, **Zellerfeld Shoe Company**, in connection with strategic collaboration agreements
- Advise meditation app provider **Calm** in connection with commercial contract and intellectual property matters
- Represent **Pinterest** in connection with strategic commercial agreements
- Counsel online survey platform **Momentive** (formerly SurveyMonkey) on commercial contract and intellectual property matters in connection with its acquisition by Symphony Technology Group
- Advise **Sonder** in connection with commercial contract matters and consumer terms for its short-term lodging offerings, as well as in connection with its merger with special purpose acquisition company (SPAC) Gores Metropolis II

#### *Cleantech / Agtech*

- Represent carbon-negative cement developer **Brimstone Energy** in connection with commercial contract negotiations
- Advise **dcbel**, the home energy solution provider, in connection with commercial agreements and go-to-market strategy
- Counsel solid state battery maker **Solid Power** on routine intellectual property and commercial contract matters, including in connection with its merger with SPAC Decarbonization Plus Acquisition Corp III
- Advise vertical farm company **Plenty Unlimited** in connection with intellectual property strategy and commercial contract matters, including its joint development agreement with Driscoll's
- Represent solid state battery maker **QuantumScape** on intellectual property matters in connection with its merger with SPAC Kensington Capital Acquisition Corp.

#### *Venture Capital / Investors*

- Advise **Kleiner Perkins** on intellectual property and commercial contract matters in connection with investments in companies including Plaid and FabFitFun
- Counsel **Index Ventures** on early-stage investments, including its investments in Instabase
- Represent **GV** on intellectual property matters in connection with its Series B investment in neural interface developer CTRL-labs
- Represent **TPG Growth** on intellectual property matters for its investment in smart-device developer Brava Home
- Counsel **BMW iVentures** on intellectual property matters in connection with its investment in AutoFi

## INSIGHTS

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### Select Publications

- Co-author with B. Chari, S. McKinney, M. Sachet, G. Greenstein, J. McGaraghan, L. DeBoel, M. Mithal, B. Willen, E. Tuttle, J. Jaffe, E. Chan, S. Geirhofer, M. O'Brien, and K. Wang, "Do's and Don'ts for Developing, Extending, and Using Generative AI Models: Legal, Commercial, and Ethical Risks Posed by the Rapidly Evolving Field of GenAI Technology," *Wilson Sonsini Alert*, May 2, 2023
- Co-author with S. McKinney and J. Krosnicki, "Are Gaming Companies Maddened by Mods or Embracing Them?" *Wilson Sonsini Alert*, July 17, 2020
- Co-author with M. Sachet, T.J. Graham, J. McGaraghan, S. McKinney, B. Chari, and A. Pate, "Court Ruling Supports Contractual and Statutory Enforcement of Open Source Software Licenses," *WSGR Alert*, May 19, 2017
- "Risky Business 2.0: Copyright Law in the Digital Era," *The Entrepreneurs Report*, 1H, 2013

### Select Speaking Engagements

- Guest Speaker, "How AI startups can navigate the legal landscape with Adam Shevell," *This Week in Startups with Jason Calacanis*, August 3, 2023
- Speaker, "C4C 2023: Artificial Intelligence (AI)," *Wilson Sonsini College for Clients Series*, May 18, 2023
- "Staying Warm Through the Crypto Winter," *Consensus Conference*, Austin, April 27, 2023
- "Panel on Intellectual Property, NFT & Digital Assets," *Harvard Law School*, Cambridge, April 13, 2023
- Guest Speaker, "The Wild West of Gaming NFTs - Adam Shevell," *Wilson Sonsini – Electronic Gaming Podcast*, February 8, 2022
- "Regulatory Compliance and Disruptive Innovation," *ABA International Law Section*, San Francisco, September 12, 2019
- "Founders' Circle: Expanding into the US Market," *the C100*, Montreal, Canada, July 12, 2019
- "Tech Licensing Best Practices," *Plug and Play Tech Center*, Sunnyvale, April 11, 2019
- Guest lecturer, *Technology Management MBA Program*, University of Washington, Foster School of Management
- "Intellectual Property Essentials for Startups," *Nasdaq Entrepreneurial Center*, San Francisco, August 16, 2017
- "Structuring Deals and the Art of Negotiations," *San Francisco 49ers at Levis Stadium*, Santa Clara, July 26, 2017
- "Fundamentals of Intellectual Property and Joint Development Agreements for Clean Energy Start-Ups," *Cyclotron Road incubator at the Lawrence Berkeley National Laboratory*, June 16, 2016