

## Mara Alioto

ASSOCIATE

Fintech and  
Financial Services  
San Francisco

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### FOCUS AREAS

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Blockchain and  
Cryptocurrency  
Broker-Dealer  
Corporate  
Fintech and Financial  
Services  
Investment Adviser  
National Security  
Payments  
Regulatory

### EXPERIENCE

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Mara Alioto is an associate in the San Francisco office of Wilson Sonsini Goodrich & Rosati, where her practice focuses on advising financial institutions, financial services companies, and fintech companies on a wide range of regulatory and transactional matters. Mara has experience with laws impacting both traditional and innovative companies in the financial services and fintech industry. She advises clients in connection with novel investment platforms and products, securities law regulatory advice, digital assets and blockchain based products and services, and strategic bank-fintech partnerships.

Mara regularly advises clients on emerging legislative and regulatory developments and regulatory compliance. She also counsels clients seeking assistance with regulatory due diligence. Additionally, Mara has counseled nonprofits, including the Northern California Land, on innovative offerings and investments.

### CREDENTIALS

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#### Education

- J.D., Northwestern Pritzker School of Law, 2015  
*Associate Editor*, Northwestern Journal of Technology and Intellectual Property
- B.A., History, Loyola University of Chicago, 2010

#### Admissions

- State Bar of California
- State Bar of Illinois
- State Bar of New York

### INSIGHTS

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#### Select Publications

- Co-author, "Fintech Marketing: Navigating the Complex Waters of Federal Regulation," Wilson Sonsini Alert, January 30, 2024
- Co-author, "CFPB Proposes New Examination Authority over 'Larger Participants' in the Digital Wallet and Consumer Payment App Markets," Wilson Sonsini Alert, November 13, 2023
- Co-author, "Two New Rulings from the SDNY with Mixed Messages for Crypto: Potential Implications for Regulation of the Crypto Industry," Wilson Sonsini Alert, September 7, 2023
- Co-author, "Guardrails for Bank-Fintech Partnerships: The Federal Banking Agencies Finalize Third-Party Risk Management Expectations," Wilson Sonsini Alert, June 21, 2023
- Co-author, "Considerations for M&A Transactions Involving Fintech Companies," Wilson Sonsini Alert, June 15, 2023
- Co-author, "SEC Disclosure Considerations Arising from Recent Developments in Crypto Asset Markets," Wilson Sonsini Alert, December 15, 2022

- Co-author, “Information...or Advice? SEC Regulation of “Information Providers” May Expand to Include Providers of Innovative Investment Analytics,” Wilson Sonsini Alert, November 28, 2022
- Co-author, “SEC Proposes Changes to the Definition of “Exchange” under the Securities Exchange Act,” Wilson Sonsini Alert, July 19, 2022