

## *Savvy lawyers rock the biz*

*50 attorneys whose recent deals and court battles have changed the shape of entertainment*

### **IAN C. BALLON** **ENTERTAINMENT, INTELLECTUAL PROPERTY & TECHNOLOGY LITIGATION**

*Greenberg Traurig*

**George Washington U. Law School, 1986**



While Hollywood and Silicon Valley battle over SOPA and similar issues, Ballon bridges the gap between entertainment and technology as a digital media expert consulted by both industries.

Clients include Fox, Sony, Hulu, Demand Media, Zynga, Google, eBay, Yahoo!, Microsoft and MySpace in copyright, trademark, privacy and Internet-related litigation.

He offers strategic counseling on avoiding liability in an everchanging legal environment. And he literally wrote the book on Internet law: his four-volume treatise “E-Commerce and Internet Law, 2nd Edition” is the Web law bible for entertainment lawyers.

“Entertainment companies need to anticipate how Internet, mobile and social media law will evolve in 2013 and 2014 in order to act strategically today,” he says.