



## Richard L. Green

### PARTNER

Hartford

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### RELATED SERVICES

- Business Transactions
- Banking & Finance
- Technology Litigation
- Blockchain & Cryptocurrency
- Government Investigations & Enforcement Defense
- Advertising & E-Commerce
- Cyber, Privacy & Data Security
- Artificial Intelligence
- Privacy & Data Protection

### OFFICES

- Hartford

### OVERVIEW

Rich Green is a partner of the firm. His practice is dedicated to matters involving tech, sourcing and related data security and privacy compliance. Within those areas he handles transaction structure and negotiation, go-to-market strategy, privacy program design and implementation, and, if it comes to it, defending audits and investigations and responding to data security incidents. When matters go to litigation, Rich frequently acts as subject-matter-expert consulting co-counsel.

Reflecting the broader economy, where regulated industries, like advertising, financial services, healthcare and online retail/ecommerce, have the largest ecosystem of buyers, sellers and users of

technology and personal data, Rich's experience spans those market segments covering both legacy and emerging technologies including the newly emerging challenges of AI, machine learning and automated decision making as well as their rapidly evolving regulatory environments. Rich's privacy program design and implementation experience is global, ranging from helping domestic start-ups with new US comprehensive data protection laws, such as CCPA and VCDPA, to helping multi-nationals to manage extraterritorial privacy regimes such as GDPR, the LGPD and the ASEAN Framework.

Rich spent a few years in-house as North American General Counsel for a London Stock Exchange listed software vendor and BPO provider. In that role he served on a Boards for global affiliates and was deeply integrated in the business units. That formative experience drives his practical, business-oriented approach to legal matters.

Rich served as infantry squad leader in United States Marine Corps from 1987-1991.

## **REPRESENTATIVE EXPERIENCE**

### **Outsourcing, Sourcing, and Technology Procurement Transactions**

Represents both customers and vendors in pre-bid planning, request for proposal strategy and drafting, and contract negotiation for all types of sole-source and competitive bid transactions, including onshore, nearshore, and offshore outsourcing of business processes.

### **IP and Technology Management, Protection, and Monetization**

Works with clients to structure intellectual property protection programs to safeguard key technologies, as well as to identify candidate technologies and proprietary processes for potential commercialization.

### **Renewable and Alternative Energy Technology**

Assists buyers, suppliers, developers, and financing parties in the commercial and intellectual property aspects of renewable and alternative energy technology transactions and investments in, among others, the wind, biomass, and gas-to-liquids fields.

### **Dispute Resolution and Workouts**

Assists customers and vendors, employees and employers, and inventors and licensees in resolving disputes arising out of intellectual property, technology, sourcing and outsourcing contracts, and implementation projects.

### **E-Business and E-Commerce**

Advises both customers and vendors in creating and executing Internet and other electronic business strategies, including web site development, co-branded and private label Internet sites, and search marketing, affiliation, and related electronic advertising.

### **Mergers and Acquisitions, Divestiture, and Investment**

Assists buyers, sellers, investors, and targets in drafting, due diligence, and negotiation of the technology and intellectual property-related terms of corporate mergers, acquisitions, and investments.

### **University Technology Transfer**

Works with start-up and emerging companies in commercializing technology transferred from colleges, universities, and research foundations; assists established companies across industries (including construction and building materials, biomedical, and information technology) in faculty consulting and sponsored research transactions

## **PUBLICATIONS**

Mr. Green writes regularly about outsourcing, e-commerce, intellectual property, and technology matters. A representative list of articles includes:

- Colorado Becomes the Third State to Pass Consumer Data Privacy Bill, *GRSM Privacy Teaches and Breaches Blog*
- Sic Semper Privacy: Virginia Becomes Second State to Enact Consumer Privacy Law, *GRSM Privacy Teaches and Breaches Blog*
- The European Commission Released a Draft Adequacy Decision for the United Kingdom, *GRSM Privacy Teaches and Breaches Blog*
- SCHREMS II – IT'S DÉJÀ VU ALL OVER AGAIN, *GRSM Privacy Teaches and Breaches Blog*

## **PRESENTATIONS**

- Natural Intelligence for Privacy: Staying Smart in the Era of PETs, Pixels and Prompts, GRSM Legal Education Conference, New York, NY, May 2024
- Natural Intelligence for Privacy: Staying Smart in the Era of PETs, Pixels and Prompts, GRSM Legal Education Conference, Hartford, CT, April 2024
- Privacy Gets Personal: Personal Liability for Senior Executives after In re Drizly, GRSM Legal Education Conference, New York, NY, May 2023
- Privacy Gets Personal: Personal Liability for Senior Executives after In re Drizly, GRSM Legal Education Conference, Hartford, CT, May 2023
- Privacy Rules: What Do I Need to Know?, GRSM Legal Education Conference, New York and Hartford, May 2019
- Cloud Computing: Contracting Nuts & Bolts, New York In-House Counsel Meetup, April 2017

## CREDENTIALS

### Admissions

- Connecticut
- U.S. Court of Appeals, Second Circuit

### Education

- J.D., University of Connecticut School of Law
- B.A., summa cum laude, English, Central Connecticut State University

### Honors

- The Best Lawyers in America® in the area of Technology Law since 2007