

KENNEDY K. LUVAI

Shareholder

BIOGRAPHY

Kennedy Luvai is a shareholder at Parsons Behle & Latimer where he is a member of the firm's technology, cybersecurity & privacy, and blockchain & digital currency groups.

Drawing on a broad technical background, including a stint as a software developer, Mr. Luvai advises and counsels clients on innovation strategy and protection. Mr. Luvai also provides a broad slate of strategic legal services to emerging technology companies, with a number of his clients being emerging companies developing innovative solutions using distributed ledger/blockchain technologies. In view of his work in the blockchain field, Mr. Luvai has become a thought leader having been invited to present on several occasions to technical, business and legal audiences and also having authored a number of articles in varied publications. In addition, Mr. Luvai counsels, advises, and assists clients on a broad range of legal and regulatory matters relating to data privacy and cybersecurity, including the development of policies and procedures pertaining to information security and privacy. Thus, as part of his offering of strategic legal services to blockchain clients, Mr. Luvai is well-placed to advise such clients on emerging data privacy issues that are unique to companies developing or using blockchain solutions.

Mr. Luvai is licensed to practice in Utah, Idaho, Oregon and Washington as well as before the United States Patent and Trademark Office. In addition, Mr. Luvai has been an active member of several professional organizations including the National Bar Association (NBA) where he served as the chair of the intellectual property law section for the bar year 2014-2015.

Mr. Luvai has been recognized as a "Rising Star" in the intellectual property litigation category by the Mountain States Super Lawyers & Rising Stars in 2014 and 2015, was a recipient of an "Accomplished Under 40" award from the Idaho Business Review in 2015, and was a recipient of a "40 Under 40: Best Advocate Award" from the NBA in 2015.



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PRACTICE AREAS

Intellectual Property

Intellectual Property Litigation

Cybersecurity and Privacy

Technology, Licensing & Intellectual
Property Transactions

Internet, E-Commerce & Data Security

LICENSED/ADMITTED

Utah

Washington

Oregon

Idaho

U.S. Patent & Trademark Office

ACCOMPLISHMENTS

Academic

University of Oregon (J.D., 2006)

Honors:

Graduate Research Award, Center on Diversity & Community (2005 - 2006)

Dean's Scholarship (2003 - 2006)

Brigham Young University (B.S., 2002)

Major: Computer Science

Minor: Mathematics

Professional

Listed as a "Rising Star" in the category of Intellectual Property Litigation - Mountain States Super Lawyers & Rising Stars (2014, 2015)

Named to the Lawyers of Color's Second Annual Hot List (2014)

Recipient of an "Accomplished Under 40" award from the Idaho Business Review (2015)

Recipient of a "40 Under 40: Best Advocate Award" from the National Bar Association (2015)

ASSOCIATIONS

Professional

National Bar Association, Member (2006 - Present) Vice-Chair and Chair-Elect, Intellectual Property Law Section (2013 - 2014) Chair, Intellectual Property Law Section (2014 - 2015)

Idaho State Bar, Intellectual Property Law Section (2012 - Present)

Utah State Bar, Intellectual Property Law Section (2013 - Present)

Concordia University School of Law, Adjunct Professor, Intellectual Property Law (2014 - 2016)

Community

Leadership Boise (Class of 2014 - 2016)

Love the Law! Program of the Idaho State Bar Diversity Section, Committee Member (2012 - 2014)

TechStart Education Foundation, Member (2009 - 2011)

PRESENTATIONS

GDPR Ramifications of Blockchain Technologies, *Blockchain Utah Meetup* (May 17, 2018)

Blockchain and Cryptocurrency 101 for Business Lawyers, *Idaho State Bar, Business and Corporate Law Annual Section CLE* (May 11, 2018)

Panel Discussion on the Emergence of Cryptocurrencies and ICOs, 2018 Blockchain Summit - Brigham Young University (February 16, 2018)

ICOs as a Funding Mechanism for Blockchain Startups: The Current State of Play, *Idaho State Bar, Business and Corporate Law Section* (December 13, 2017)

A Preview of of Pending IP Cases at the Supreme Court this Term, *Idaho State Bar, Intellectual Property Law Section* (February 20, 2014)

Understanding the America Invents Act, *National Bar Association Annual Convention* (July 16, 2012)

Resolving Copyright's Gray Area: The Exhaustion Doctrine and Gray Market Goods, *Idaho State Bar, Intellectual Property Law Section* (May 17, 2012)

Drafting Contracts for Electronic Media, *Oregon State Bar, Computer and Internet Law Section* (September 30, 2011)

Network Automation v. Advanced Concepts: Has the Ninth Circuit Raised the Bar for Proving Trademark Infringement in Online Keyword Advertising? *Idaho State Bar, Intellectual Property Law Section* (May 19, 2011)

PUBLICATIONS

"The End of the ICO Gold Rush?" *Utah Bar Journal* (May/June 2018)

"How Blockchains May Comply With GDPR Mandates, Part 1," *Law360* (May 7, 2018)

"How Blockchains May Comply With GDPR Mandates, Part 1," *Law360* (May 2, 2018)

"Proceed With Caution: The Current State of the Evolving U.S. Initial Coin Offering Landscape," *Silicon Slopes Magazine* (Winter 2018)

"Migrating Company Data to the Cloud? Consider these Legal Issues," *Idaho Statesman* (February 15, 2017)

"Protect Your Domain Name from Cybersquatters," *Idaho Business Review* (September 4, 2014)

"Avoiding a Few of the Many Pitfalls in Trade Dress Litigation," *National Bar Association Intellectual Property Section Newsletter*, (December 2013)

"Score One for Competition: A Look at the Rational Limits of Trade Dress Protection for Unregistered Product Designs," *The Advocate*, (October 2013)

"Reclaiming 'Common Heritage' Treatment in the International Plant Genetic Resources Regime Complex" (with Keith Aoki), *2007 Mich. St. L. Rev.* 35 (2007)

"Seed Wars: Controversies of Access to and Control of Plant Genetic Resources" (with Keith Aoki) in *Intellectual Property and Information Wealth: Issues and Practices in the Digital Age*, Peter Yu, ed., Greenwood Publishing Group (2007)