



Aaron G. Rubin

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Aaron is a partner in the Strategic Transactions & Licensing group.

Aaron counsels emerging growth and startup companies on strategic IP and technology matters in all aspects of their businesses, from day-to-day operations to financings to M&A activities. He specializes in strategic partnering, intellectual property and technology licensing and protection, product counseling, data and privacy strategy, and the commercialization of intellectual property, software, data and other technology assets. The companies Aaron represents operate in a variety of industries, including artificial intelligence, life sciences, software, health tech, fin tech, SaaS, consumer products, consumer internet, software, and media. He also counsels leading venture capital firms on intellectual property and commercial strategy and company incubations, and advises them in their portfolio companies' M&A transactions and financings.

Aaron regularly advises his clients in negotiating major strategic collaboration and partnering deals, licensing arrangements and mergers and acquisitions with many U.S. and international companies in numerous sectors, including the world's leading research institutions and universities, as well as Amazon, Alphabet (Google), American Express, Apple, Bertelsmann, Comcast, Conde Nast, Google, eBay, JP Morgan, Meta, Morgan Stanley, Microsoft, Oracle, PayPal, Pfizer, Samsung, Stripe, Twitter, Verizon, Walmart, Yahoo, Yelp, and numerous major hospitals and health systems.

Aaron has deep expertise in artificial intelligence and has guided numerous clients through legal questions and strategy in the AI space. Aaron has also led Gunderson's initiative to be the premier law firm guiding companies focused on creating and deploying artificial intelligence technology. He is a frequent speaker on artificial intelligence and other cutting-edge issues companies are facing as they fundraise and develop innovative products.

Aaron is an IAPP Certified Information Privacy Professional, the global standard certification for privacy law and compliance, and has been selected as a Super Lawyers Rising Star in Intellectual Property from 2013-2022. Aaron has also served as a guest lecturer at Cornell Law School and Yale Law School. Prior to joining Gunderson Dettmer, he focused on IP litigation at a major international law firm.

EDUCATION

- University of Michigan Law School, J.D.
 - *cum laude*
- Swarthmore College, B.A., Political Science and History
 - with honors

ACHIEVEMENTS

CIPP/US Certified

FOCUS

- Strategic Transactions & Licensing
- Data Privacy
- Entrepreneurs & Emerging Companies
- Mergers & Acquisitions
- Fund Portfolio Investments
- Life Sciences Licensing & Strategic Partnering
- Pre-Venture, Venture and Growth Financings

ADMISSIONS

- New York