

Adrienne L. Saltz

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About

Adrienne is a videogames and interactive media attorney whose clients include creators of some of the most popular videogames in the world, startup studios founded by established industry veterans, and innovators of new forms of interactive media such as meta videogames.

Adrienne assists her clients in the negotiation and preparation of key videogame development, distribution, publishing, and platform agreements, and further facilitates her clients' growth by handling intellectual property licensing agreements for merchandise, TV/film, music, and influencer and celebrity promotions. She leverages her background as a former commercial litigator to negotiate and assess risk allocation in these and other IP and technology deals.

For startup studios, Adrienne counsels her clients from infancy—forming the company, onboarding local and international teams, and securing foundational intellectual property—to launch.

In her everyday practice, Adrienne develops terms of use and modding, UGC, and other community policies; and counsels clients on compliance with data privacy laws and regulations such as California's Consumer Privacy Act of 2018, California's Privacy Rights Act of 2020, the Children's Online Privacy Protection Act, European Union's General Data Protection Regulation, the United Kingdom's Children's Code, and other applicable international data privacy laws and regulations.

Practice Areas

Video Games and Interactive Media

Education

Loyola University Chicago School of Law (JD, 2015)

University of California, Berkeley (BA, 2012), departmental honors

Bar Admissions

Illinois, 2015

Washington, 2019