

Jake Bernstein

Global AI and Innovation Partner

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OVERVIEW

Jake Bernstein is a partner in the firm's Technology Transactions and Sourcing and Data Protection, Privacy, and Security practice groups. A Certified Information Systems Security Professional (CISSP) and Certified Information Privacy Professional/US (CIPP/US), Jake is recognized for translating complex technical and legal concepts into clear, actionable counsel. He co hosts the widely followed Cyber Risk Management Podcast, where he explores emerging cybersecurity, privacy, and artificial intelligence trends.

Drawing on nearly eight years as an Assistant Attorney General in Washington State's Consumer Protection Division, Jake helps companies navigate the alphabet soup of data protection and consumer protection laws—including GDPR, CCPA/CPRA, GLBA, HIPAA, Section 5 of the FTC Act, NY SHIELD Act, and state AI governance bills—while launching and scaling innovative products. His practice now includes responsible artificial intelligence (AI) governance, where he drafts enterprise wide AI acceptable use policies, operationalizes the NIST AI Risk Management Framework (AI RMF), and negotiates AI enabled SaaS and cloud agreements. Jake's guidance secures data protection safeguards, bias mitigation covenants, and defensible intellectual property terms in sectors ranging from digital health and fintech to gaming and ag tech.

The Washington State Supreme Court does not recognize certification of specialties in the practice of law and this certification is not a requirement to practice law in the state of Washington.

PROFESSIONAL BACKGROUND

Jake began his career at the Washington State Office of the Attorney General, serving nearly eight years in the Consumer Protection Division. As an Assistant Attorney General, he regulated businesses subject to Washington's Consumer Protection Act, focusing on internet advertising and marketing, “high tech” scams and consumer fraud, and cybersecurity and privacy. He served as lead counsel on dozens of investigations and regulatory enforcement actions, ranging from single website deceptive practices to nationwide multi state investigations.

Upon entering private practice, Jake represented clients in litigation involving TCPA, CAN SPAM, false advertising, and Consumer Protection Act disputes. One client grew its online marketing business from approximately US\$5 million to more than US\$200 million in annual revenue over five years without regulatory

inquiry. He routinely advises on compliance with state and federal consumer protection laws, with a particular interest in “dark patterns” and what constitutes “clear and conspicuous” online disclosure.

Prior to joining the firm, Jake practiced at two Seattle based internet, media, and technology law firms, concentrating on cybersecurity risk management, security architecture, vendor risk management, application security, incident response coaching, and proactive privacy counseling under the CCPA, GLBA, NY SHIELD Act, GDPR, and other regimes.

In his spare time, he reads draft state privacy and security bills—though he remains cautiously optimistic that Congress will pass a federal privacy law, even if it means the loss of this hobby.

ACHIEVEMENTS

- Recognized by *Chambers USA* for Privacy & Data Security, USA - Nationwide, 2025-2026
- Recognized by *Chambers Global* for Privacy & Data Security: Privacy, USA - Nationwide, 2026
- Named to *Lawdragon*'s 500 Leading Global Cyber Lawyers, 2024

PROFESSIONAL / CIVIC ACTIVITIES

- Co-host, Cyber Risk Management Podcast (bi weekly)
- Member, International Association of Privacy Professionals (IAPP)
- Adjunct Professor, Seattle University School of Law

SPEAKING ENGAGEMENTS

- Speaker, *Cybersecurity for Law Firms*, WSBA Summer School (virtual), 15 July 2025
- Speaker, *Data Privacy Primer CLE*, K&L Gates (internal), 24 June 2025
- Speaker, *The Hype is Over. AI is Here. What Now?,* Client's In-House Legal Retreat, 06 May 2025 and Tennessee Association of Corporate Counsel (virtual), 3 December 2024
- Speaker, *Daubert, Frye, QC and AI—Oh My! Are Results Legally Admissible?*, RSA Conference USA, 30 April 2025
- Speaker, *HIPAA Security Rule Update*, SecureWorld Health Virtual Conference, 22 April 2025
- Speaker, *Ethics of Generative AI CLE*, Firm Client, March 2025
- Speaker, *Safeguarding Your Mission: Strategies for Managing Cybersecurity Risks for Nonprofits and Foundations*, K&L Gates x Fulcrum Capital Lunch & Learn, 05 March 2025
- Speaker, *Generative AI and the Risk Related Costs*, InfoSec BC Society (virtual), 13 December 2024

- Panelist, *How IT Can Improve Your GRC Program*, SecureWorld West (virtual), 11 December 2024
- Speaker, *Our Favorite NIST Special Publications*, Live Recording of the Cyber Risk Management Podcast, ISC2 Seattle Chapter Meeting, 05 December 2024
- Speaker, *Managing the Massive Changes to Privacy Law in the US*, SecureWorld Seattle, 07 November 2024
- Panelist, *Securing Success: The Impact of Networking, Education, and Certifications in Cybersecurity*, SecureWorld Seattle, 06 November 2024
- Panelist, *Beyond the Single Point of Failure: Lessons from Recent Vendor Incidents and Strategies for Resilience*, SecureWorld Seattle, 06 November 2024
- Speaker, Cutting Through AI Hype, ISACA Seattle Chapter Meeting, 10 September 2024
- Speaker, *The Proliferation of Privacy (& AI) Laws: 2025 Edition CLE*, K&L Gates Tech Trans, 12 July 2024
- Panelist, *The Use of Artificial Intelligence in Healthcare,* NCBA Health Law Section CLE, 26 April 2024
- Speaker, *Data Governance and Data Policy in the Indo-Pacific*, ITIF (Information Technology & Innovation Foundation), 13 March 2024
- Speaker, *Generative AI: What Clean Tech Business Leaders and Decision-Makers Need to Know*, K&L Gates CleanTech Networking Reception, 27 February 2024
- Speaker, *Securing the Future: Exploring Legal and AI Frontiers in Cybersecurity*, SecureWorld Seattle, 08 November 2023
- Panelist, *Implications of ChatGPT and Similar AI Tools*, SecureWorld Seattle Advisory Council, 08 November 2023
- Panelist, *Artificial Intelligence, The Future Is Here: Panel and Mixer*, K&L Gates, 17 May 2023
- Speaker, *The Proliferation of Privacy Laws: An Update for Non Privacy Specialists*, King County Bar Association CLE, January 2023
- Speaker, *Conducting a Privacy and Cybersecurity Assessment*, Internet Law Leadership Summit, 12 May 2022
- Speaker, *Anatomy of a Ransomware Attack and the Lawyer's Role During Response and Recovery*, WSBA IP Institute, 28 April 2022
- Speaker, *How to Avoid Getting Sued for Cyber Liability*, The Shrimp Tank Podcast CLE, 16 March 2022
- Panelist, *SW West Coast Third Party Risk Panel*, Seattle, 22 November 2021
- Speaker, *Ransomware: Is Your Sensitive Data Protected, or Will You Have to Pay Up?*, Cybersecurity Forum, 19 October 2021
- Speaker, *The Ethics of Cybersecurity: How to Buy Cyber Insurance for Your Law Practice*, Cyber Risk Opportunities, 15 September 2021

- PrivSec Global 2021 Appearances
  - Host, *Speaking Different Languages: What Data Protection & Privacy and Security departments have to learn about each other*, 22 September 2021
  - Panelist, *Global Data Protection and Privacy Law Developments USA: Will Next Year see a Federal Privacy Law Under the Biden Administration?*, 22 September 2021
  - Panelist, *Emerging Challenges in Cybersecurity: Implications of Biden's Executive Order on Supply Chains and Third Party Risk Management*, 23 September 2021
  - Panelist, *Why Most CCPA Cases Fail: Five Hurdles Plaintiffs Must Clear*, 23 September 2021
- Speaker, *Exploring the 2021 Verizon Data Breach Investigations Report*, (ISC)2 Seattle Chapter, 02 September 2021
- Speaker, *When Ransomware Attacks: Why You Should Call Your Lawyer Right Away*, Cloud Security Alliance, 23 June 2021

EDUCATION

- J.D., Seattle University School of Law, 2007 *(Summa Cum Laude)*
- B.A., University of Washington, 2004 *(with distinction)*
- B.S., University of Washington, 2004 *(Cellular and Molecular Biology)*

ADMISSIONS

- Bar of Washington
- United States District Court for the Eastern District of Washington
- United States District Court for the Western District of Washington

THOUGHT LEADERSHIP *POWERED BY HUB*

- August 2026, Global Data Protection Insights
- 8 July 2026, New EU Withdrawal Button Requirement: Practical Implications and Recommendations for US and Global Online Sellers
- 8 July 2026, Supreme Court's Chatrie Decision Extends Fourth Amendment Protection to Location Data, Raising Stakes for Digital Privacy and Data Governance
- 4 June 2026, Balancing Innovation and Risk—President Trump's Executive Order Aims to Review Security Implications of High-Risk AI Models
- April 2026, Global Data Protection Insights

- 28 May 2025, United States: Wiretaps in the Web Code? The Asset Management Pixel Litigation Explained
- 21 March 2024, President Biden Issues Executive Order Restricting Bulk Transfers of Sensitive Personal and US Government-Related Data
- 20 September 2023, Ad Tracking Tech in Health Care: The Current Regulatory and Litigation Landscape for HIPAA-Regulated Entities
- 24 July 2023, Gateway to Privacy: In the Weeds With Colorado Privacy Act Regulations
- June 2023, Generative AI and the Health Care Industry
- 18 May 2023, Gateway to Privacy: Have No Fear, the FTC is Here: Protecting Consumers and Regulating Privacy
- 24 April 2023, New Cybersecurity Tools for the Healthcare and Public Health Sectors
- 16 March 2023, Gateway to Privacy: Out of the Gate: An Overview of U.S. Privacy Laws
- March-October 2022, Transforming Health: Digital Health Legal Insight Series 2022, Parts I, II, and III: D2C Telehealth Services
- August 2022, New Risks of the Evolving Workforce – Data Privacy Issues
- 27 August 2021, Reminder for One-Month Deadline to Implement New SCCs in New Contracts
- 16 June 2021, GDPR and Data Transfers 2.0 - Navigating Through Post-Schrems II Waters

OTHER PUBLICATIONS

- "Acquiring an AI Company," *Thomson Reuters Practical Law*, January 2024
- "What Tech Firms Should Know About California's Social Media Law," *Bloomberg Law*, 4 November 2022
- "Don't Be Complacent About Cybersecurity," *425 Business*, 20 June 2022

NEWS & EVENTS

- 12 October 2026, K&L Gates Advises Milliman, Inc. on US$340 Million Sale of Retirement Administration Business to Empower
- 25 August 2026, K&L Gates Advises Compass Group Equity Partners on Acquisition of Koma Precision
- 22 July 2026, K&L Gates Advises BioLife Solutions on US$1.5 Billion Acquisition by Repligen
- 4 June 2026, K&L Gates Receives Nearly 235 Firm, Individual Rankings in 2026 *Chambers USA* Guide
- 4 May 2026, K&L Gates Establishes Global AI and Innovation Partner Role
- 16 March 2026, K&L Gates Ranked Among World's Top 25 Law Firms in *Lexology 100: Data 2026*

- 12 February 2026, *Chambers Global* 2026 Guide Ranks K&L Gates Lawyers, Practices
- 10 November 2025, K&L Gates Advises Albemarle on Sale of a Controlling Stake in Ketjen to KPS Capital Partners
- 7 November 2025, K&L Gates Advises Carousel Capital on Recapitalization of CraneWorks
- 29 October 2025, How to Mitigate Litigation Risk in AI, Hosted by Washington Technology Industry Association (WTIA)
- 24 July 2025, K&L Gates Assists Carousel Capital on Sale of Majority Interest in Landscape Workshop to Ares Management Corporation
- 17 March 2025, K&L Gates Receives Excellence Award for Representation of Wabtec in Acquisition of Bloom Engineering
- 25 July 2024, K&L Gates Advises National Arbitration & Media Holdings, LLC on Investment in Alternative Dispute Resolution Business
- 17 May 2023, Artificial Intelligence, The Future Is Here: Panel and Mixer
- 19 May 2022, Data Transfers under the GDPR, Hosted by Amazon Legal University
- 10 January 2022, K&L Gates Advises Blue Point Capital Partners on Platform Investment in National OnDemand
- 6 October 2021, K&L Gates Advises Sinch AB on $1.9 Billion Acquisition of Pathwire
- 20 September 2021, K&L Gates Continues Growth of Technology Transactions/Privacy Practice With Additions of Seattle Partner and Associate
- 23 June 2021, Anatomy of a Ransomware Attack, hosted by Cyber Risk Opportunities
- 15 June 2021, Fintech Meetup, hosted by Discover Global Network
- 10 May 2021, K&L Gates Strengthens Technology Transactions and Privacy Practice Group With Seattle Partner Addition

MEDIA MENTIONS

- 4 June 2026, *Global Legal Chronicle* | K&L Gates nomina Jake Bernstein nel nuovo ruolo di Global AI and Innovation Partner
- 3 June 2026, *iMille* | Jake Bernstein to Lead K&L Gates' Global AI Strategy
- 3 June 2026, *Monitor Legale* | K&L Gates Appoints Global Partner for AI and Innovation
- 29 May 2026, *MilanoFinanza News* | K&L Gates nomina Jake Bernstein capo dell'AI: ecco perché la law firm accentra la supervisione su un solo partner
- 28 May 2026, *International Financial Law Review* | AI in big law: K&L Gates goes all in

- 19 May 2026, *Lawyers Weekly* | K&L Gates creates first global AI and innovation partner role
- 13 May 2026, *Australasian Lawyer* | K&L Gates appoints Jake Bernstein as first-ever global AI and innovation partner
- 8 May 2026, *IT Brief US* | K&L Gates names partner to lead global AI strategy
- 6 May 2026, *Artificial Lawyer* | Law Firms Do Innovation X4
- 6 May 2026, *Legal IT Insider* | Movers and Shakers: K&L Gates; Morgan Lewis, Axinn, Eversheds, Harvey, LegalEng & Litera
- 5 May 2026, *Law360* | K&L Gates Creates Partner Role For Practice AI Strategy
- 5 May 2026, *Pulse 2.0* | K&L Gates Appoints AI And Innovation Partner Jake Bernstein To Lead Strategy And Deployment
- 5 May 2026, *GeekWire* | Amazon VP is now Chewy CTO; Smartsheet names CFO; Microsoft exec joins NetApp
- 5 May 2026, *Corporate Counsel Business Journal* | Jake Bernstein Joins K&L Gates as AI Partner
- 4 May 2026, *The American Lawyer/Law.com* | K&L Gates Taps Seattle-Based Partner to Lead Firm's Global AI Strategy

OTHER MEDIA MENTIONS

- Quoted, "A cybersecurity lawyer warns of the pitfalls of an unprotected network in manufacturing," *Puget Sound Business Journal*, 20 April 2022

AREAS OF FOCUS

- Technology Transactions and Sourcing
- Data Privacy Disputes and Risk Mitigation
- Data Protection, Privacy, and Security
- Mergers and Acquisitions

INDUSTRIES

- Digital Health
- Healthcare
- Life Sciences
- Technology

- Video Games and Immersive Technology

EMERGING ISSUES

- Artificial Intelligence (AI)

REPRESENTATIVE EXPERIENCE

- Transforming healthcare with genAI: Advising a state-wide hospital system on multiple AI deployments—including an enterprise ChatGPT instance and a patient-facing triage chatbot—while navigating HIPAA, 42 CFR Part 2, and GDPR requirements.
- Language-learning innovation: Structuring data rights, privacy, and IP terms for an AI-powered language-learning platform that later secured a US government contract for personalized training.
- Accessible AI for assistive tech: Guiding a leading mobility aids manufacturer through the launch of an AI chatbot designed for wheelchair users, focusing on bias mitigation and sensitive-data safeguards.
- Global compliance at scale: Leading privacy, cross-border transfer, and risk assessment work for an international conversational AI company subject to the EU AI Act and GDPR.
- Cross-border AI strategy: Advising a Japan-based global consultancy on harmonizing internal genAI use and client-facing AI services across US and Asian jurisdictions.