



GARY M. SCHOBER

Partner; Startups & Emerging Companies and
Cybersecurity & Privacy Practices Leader; Blockchain &
Cryptocurrency Practice Co-Leader; Technology
Industry Leader

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Gary is a general corporate lawyer and serves as the leader of the firm's Startups & Emerging Companies and Cybersecurity & Privacy Practices. His practice frequently involves electronic commerce, computer and technology law, including privacy, data security breaches, and cyber liability, and counseling high-technology and other clients on a broad range of business law matters. He has extensive experience in high-dollar sale and purchase transactions involving complex technology-based and other businesses, and with the sale and license of patents and other intellectual property, including software. His practice frequently includes representing clients in international transactions. He also represents clients facing audits based on allegations of software piracy and start-up entrepreneurs endeavoring to launch new businesses.

Gary served as the firm's president and CEO from July 2005 through January 2012. Under his leadership, the firm realized several record years and deftly navigated the recent economic downturn. Gary was responsible for spearheading the firm's strategic vision and initiatives for growth and business development, as well as guiding the firm's day-to-day operations.

Gary exclusively practices U.S. law and is admitted to practice in New York.

Honors

- Listed, *Best Lawyers in America* (Corporate Law) 1995-2024
- Listed, *Best Lawyers in America* (Corporate, M&A, and Securities Law) 1995 - 2022
- Listed, *Upstate New York Super Lawyers*, 2007 - 2009
- *Buffalo Business First's* Who's Who in Law
- Western New York's "Most Influential Business People," as published by *Buffalo Business First*

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Practices & Industries

Corporate & Business
Cybersecurity & Privacy
Startups & Emerging Companies
Technology Licensing &
Agreements
Canada-U.S. Cross-Border
Antitrust, Trade Regulation &
Anticorruption
Blockchain & Cryptocurrency
Cannabis & Hemp
Corporate Governance &
Compliance
Europe-U.S. Cross-Border

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Experience

Gary's representative matters include:

- The representation of a family-owned business in connection with its being acquired by a Fortune 500 company for almost \$1 billion.
- The incorporation of a start-up software company 30 years ago that today is a major vendor to some of the largest financial institutions in the United States. He continues to represent this client today.
- A series of business acquisitions handled by him that helped a client of the firm grow from a relatively small regional advertising business to a national organization.
- The representation of many clients in their response to security breaches and software audits.

In the News

Gary Schober Gives Insight to Wegmans' Discontinuation of SCAN App
WGRZ, September 15, 2022

New data privacy laws for doing business in Canada could soon be in play
Buffalo Business First, January 14, 2021

Thought Leaders: Evolution of Data Privacy
Buffalo Business First, April 24, 2020

All the Scary Ways Health Apps Are Using Your Data
New York Post, November 11, 2019

Buffalo Business First - Thought Leaders: Cyber Risks
Buffalo Business First, March 23, 2018

Hacked!
EquiManagement, February 9, 2018

Ownership and control of websites vary
Buffalo Law Journal, March 7, 2016

How I...Combat Cyber Attacks
Buffalo Business First, May 29, 2015

Threat of Security Attack Is Real
Buffalo Law Journal, July 18, 2014

Family Business & Succession
Planning

Government Relations

Healthcare

Intellectual Property & Technology

Intellectual Property Litigation

Manufacturing

Media & First Amendment

Mergers & Acquisitions

Professional Services

Retail Sector

Technology

Trade Secrets & Non-Disclosure
Agreements

Website Agreements, Cloud
Computing & Social Media

Admissions

New York

Education

St. Bonaventure University, B.S.,
magna cum laude

Georgetown University Law Center,
J.D., cum laude

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Fifty-Five Hodgson Russ Attorneys Named to *Best Lawyers* 2014
August 28, 2013

Press Releases

83 Hodgson Russ LLP Attorneys Ranked in 2024 Edition of *Best Lawyers in America*
August 17, 2023

71 Hodgson Russ Attorneys Ranked in 2023 Edition of *Best Lawyers in America*
Hodgson Russ Press Release, August 19, 2022

55 Hodgson Russ Attorneys Ranked in 2022 Edition of *Best Lawyers in America*
Hodgson Russ Press Release, August 19, 2021

55 Hodgson Russ Attorneys Ranked in 2021 *Best Lawyers in America*
Hodgson Russ Press Release, August 20, 2020

52 Hodgson Russ Attorneys Named to Various *Best Lawyers* Listings
Hodgson Russ Press Release, August 20, 2019

48 Hodgson Russ Attorneys Named to Various *Best Lawyers* Listings
Press Release, August 15, 2018

Fifty-two Hodgson Russ Attorneys Named to 2018 *Best Lawyers* Listing, Five Included in “Lawyer of the Year” Categories
Press Release, August 15, 2017

2017 *Best Lawyers* Names Fifty-four Hodgson Russ Attorneys From Multiple Offices
Hodgson Russ Press Release, August 18, 2016

Fifty-Five Hodgson Russ Attorneys Named to *Best Lawyers* 2016, Five Honored as Buffalo ‘Lawyers of the Year’
Press Release, August 17, 2015

Hodgson Russ Names Gary Schober New York City Office Managing Partner
Press Release, September 30, 2014

Publications

The Battle After *Warhol*: Tattoos as Artwork or Infringement?
Hodgson Russ Intellectual Property Litigation Alert, April 24, 2024

AI Lawsuit May Eclipse Claims of Fair Use
Hodgson Russ Intellectual Property Litigation Alert, April 5, 2024

Supreme Court Provides Further Guidance on Public Officials First Amendment Rights on Social Media
Hodgson Russ Media & First Amendment and Municipal Alert, March 20, 2024

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Music Copyrights on a Roll – Read and Listen to Hear the Latest
Hodgson Russ Intellectual Property Litigation Alert, October 6, 2023

New York State Department of Health Adopts Health Equity Impact Assessment Regulation Applicable To Facilities Including Clinics, Hospitals, and Skilled Nursing Facilities Submitting Applications through the State’s Certificate of Need (CON) Process
Hodgson Russ Healthcare Alert , September 7, 2023

Taco Bell Throws Its Hat in the Ring to Free “Taco Tuesday” from Trademark Protection
Hodgson Russ Intellectual Property Litigation Alert, May 30, 2023

Final New York State Budget Imposes New Requirements for New York Home Care Providers and Significant Financial Investments for the Health Care Industry
Hodgson Russ Home Care and Healthcare Alert, May 16, 2023

Copyright Claims of Cosmetic Company Continue to Trial
Hodgson Russ Intellectual Property Litigation Alert, March 23, 2023

Luxury Fashion Designer Earns Its Stripes In Trademark Victory Against adidas
Hodgson Russ Intellectual Property Litigation Alert, January 27, 2023

Court Ruling Simplifies Service Upon Foreign Trademark Infringers
Hodgson Russ Intellectual Property Litigation Alert, December 20, 2022

Presentations & Events

Cybersecurity Conference - NYC
Hodgson Russ LLP, 605 Third Avenue, Suite 2300, New York, NY, January 24, 2024

Cybersecurity Conference
Hodgson Russ LLP, The Guaranty Building, 140 Pearl Street, Buffalo NY 14202, June 6, 2023

California's Privacy & Data Security Law: A Harbinger of Things to Come?
February 8, 2023

Is Your Firm Ready for the CCPA?
ALAS, July 29, 2020

Shareholder Services Association Annual Conference
Annapolis, Maryland, July 16, 2019

Shareholder Services Association Webinar: Data Privacy
April 18, 2019

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34th Annual School Client Conference
Millennium Hotel Buffalo, January 18, 2019

NYSSCPA FAE Public Schools Conference
New York, New York, October 31, 2018

STA Annual Conference Highlights 2018
Sarasota, Florida, October 24, 2018

2018 Summer Tax Series
Understanding New York State Tax Issues of 2018
The Harvard Club 35 W. 44th Street, New York, NY, June 13 to August 1, 2018

Blog Posts

- Tax Consequences of Crowdfunding
Startup Talk, April 28, 2016

Professional Affiliations

- Bar Association of Erie County Business Law Section
- American Bar Association Business Law Section Committee on Cyberspace Law
- New York State Bar Association Business Law Section Committee on Internet and Technology Law

Community & Pro Bono

Gary currently serves as a member of the boards of directors of the Buffalo Philharmonic Orchestra and the Kaleida Health Foundation. He previously served as a member of the board of trustees (serving during that time as chairman for a two-year term) of the National Multiple Sclerosis Society, Western New York and Northern Pennsylvania Chapter, and was a member of the Buffalo Niagara Partnership board of directors. He has also coached travel and premier soccer teams for more than 20 years. In 2013, Gary received the Competitive Coach of the Year Award from the New York State West Youth Soccer Association.