



Gavin D. George

Partner

Dallas

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PRACTICES Technology Transactions, Privacy and Data Security, Outsourcing Transactions, Intellectual Property, Copyright, Trademark and Advertising, Franchise and Distribution, Social Media, Procurement and Supply Chain Management, FinTech Virtual Currency and Blockchain, FDA Regulatory and Compliance, Healthcare Transactions and Regulatory, Life Sciences, Health Privacy (HIPAA) and Healthcare IT, Telehealth, Precision Medicine and Digital Health, Healthcare and Life Sciences, Technology, Cloud Computing, Networking, Software, Technology Mergers and Acquisitions, Aviation, Medical Device and Technology, Streaming Media, Autonomous Transportation, Crisis Management, Commercial Contracts, AI and Deep Learning, Sports Law

Gavin George’s practice encompasses privacy, data processing, technology transactions, and intellectual property in the information age. He counsels clients on international, federal, and state-level privacy compliance and transactional issues, including those related to the California Consumer Privacy Act (CCPA) and the EU General Data Protection Regulation (GDPR). A designated Certified Information Privacy Professional (CIPP/US) since 2014, he was recognized as a 2020 “Stand-out Lawyer” by *Acritas Stars* (Acritas).

Companies rely on Gavin to launch and guide their privacy compliance programs, including drafting privacy policies, creating data processing agreements, implementing personal information processing consents, handling data subject access requests, and consulting on data breach preparedness and response.

Gavin also facilitates business transactions involving the licensing, development, and transfer of software, data, technology, and creative works. Clients have engaged him to handle commercial software licenses, technology development agreements, information technology services contracts, software-as-a-service (SaaS) agreements, distribution agreements, cloud computing arrangements, and other outsourcing deals.

His clients appreciate Gavin’s significant experience related to open-source software, cloud platforms, sensitive and personal data, social media accounts, and health tracking, as well as the development of new software, mobile apps, video games and websites. Gavin also regularly advises on the intellectual property, privacy, data transfer, and technology transfer issues that arise in corporate mergers, acquisitions, capital investments, spin-offs, and bankruptcies. Gavin also advises on the compliance of customer communications with the Telephone Consumer Protection Act (TCPA) and the CAN-SPAM Act.

In addition to his law degree, Gavin holds a B.S. in chemical engineering.

QUALIFICATIONS

EDUCATION

- J.D., University of Michigan Law School, 2007, Articles Editor; *Michigan Telecomm. and Technology Law Review*
- B.S., Chemical Engineer, Brigham Young University, 2003, *with honors*

LANGUAGES

- Spanish

ADMISSIONS

- Texas
 - U.S. Patent and Trademark Office
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PUBLICATIONS AND SPEAKING ENGAGEMENTS

- "Texas Vies for Leading Privacy Enforcement Role," Dallas Bar Association Headnotes, January 2025.
 - "Data Privacy and Data Security Issues Post-GDPR," speaker, 16th Annual Advanced Business Law Course - TexasBar CLE, Dallas, November 8-9, 2018.
 - "Technology Issues in M&A Transactions", speaker, CLE presentation, December 14, 2017.
 - "The Nexus Between Data Privacy and Trademarks," speaker, International Association of Privacy Professionals (IAPP), October 17, 2016.
 - "Technology, Telemedicine and Trends," speaker, Dallas Provider Conference: Latest Trends and Developments in the Healthcare Sector, October 20, 2016.
 - "Taming the Wild West of Big Data: The Social Norms and Laws of Social Data," co-author, *Dallas Business Journal Confidential*, July 26, 2013.
 - "Protecting User Data in Light of the FTC's Recent Privacy Enforcement Actions," co-Author, State Bar of Texas Annual Meeting, Business Law Section and Corporate Counsel Section, June 21, 2013.
 - "European Data Protection Directive and Safe Harbor," presentation, North Texas Information Systems Audit and Control Association, April 11, 2013.
 - "Lessons in Privacy Policy Drafting from LinkedIn Data Breach," *Social Media Law Brief*, September 6, 2012.
 - "Cloud Computing Service Agreements," *Lexology*, April 19, 2012.
 - "Employee/Consultant IP Assignment: *Abbott v. Epocal*," presentation, February 14, 2012.
 - "Domain Name Collateral and Trademark Tangles," *Law360*, January 19, 2012.
 - "IP License Transfer in Mergers and Acquisitions," presentation, November 11, 2011.
 - "Business Trends and Case Law Updates in Software Licenses," Dallas Bar Computer Law Section, January 2011.
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PROFESSIONAL AFFILIATIONS AND ENGAGEMENTS

- State Bar of Texas
- United States Patent and Trademark Office
- Dallas Bar Association

- International Association of Privacy Professionals
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SELECTED CLIENT REPRESENTATIONS

- Represented an airline in drafting and negotiating agreements covering the delivery and implementation of cutting-edge biometric passenger screening technology at U.S. airports.
 - Provided guidance to an international HVAC company on privacy and data protection issues with respect to the sharing of customer data.
 - Provided advice on and drafting of policies and procedures with respect to privacy and biometric matters for a remote examination software technology company.
 - Provided advice to an international flight services company on a variety of national, international, and cross-border privacy compliance efforts and cybersecurity matters.
 - Provided advice and analysis to a fast-growing payroll software company in support of various privacy compliance efforts, cybersecurity matters, and data incident investigations.
 - Provided advice and counsel to an online advertising services company in support of ongoing privacy compliance efforts in the U.S. and internationally.
 - Drafts and negotiates information technology and data processing agreements on behalf of a major airline.
 - Spent several months as acting general counsel for a fast-growing population health management company.
 - Drafts and negotiates technology and services agreements on behalf of a global medical company.
 - Represented Texas-based animal health product company in negotiation of an \$50 million exclusive patent license to global animal healthcare company.
 - Represented Altec Lansing, LLC and its Australian affiliate in the purchase of the assets of Avega Systems, Inc. and its Australian affiliate.
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AWARDS AND RECOGNITIONS

- Selected for inclusion in *The Best Lawyers in America*, Woodward/White, Inc., Technology Law, 2021-2025
- Recognized as a Stand-out Lawyer, Acritas Stars, Acritas, 2020-2021
- Selected as an "On the Rise" attorney by *Texas Lawyer* as part of their Professional Excellence Awards, 2019
- Selected for inclusion in *Texas Super Lawyers Rising Stars*, Thomson Reuters, 2014-2019
- Recognized by *D Magazine's* "Best Lawyers in Dallas," D Magazine Partners, 2018, 2020, 2022, 2025