



# Eva J. Pulliam

PARTNER

Eva concentrates her practice on brand protection: protecting data, brand image, and brand names.



## Industries

[Fashion & Retail Law](#)  
[Fintech](#)  
[Media & Entertainment](#)  
[Nonprofits & Associations](#)  
[Sports](#)  
[Venture Capital & Emerging Businesses](#)

## Practices

[Advertising & Promotions](#)  
[Copyright](#)  
[Privacy, Cybersecurity & Data Protection](#)  
[Pro Bono](#)  
[Trademark](#)

## Education

The George Washington University Law School, JD, 2010  
Old Dominion University, BA, summa cum laude, 2007

## Offices

[Washington, DC](#)  
[San Francisco](#)

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Eva splits her time between Washington and San Francisco and concentrates her practice on brand protection: protecting data, brand image, and brand names. She advises clients across numerous industries on best practices in the areas of data privacy, advertising and marketing, and trademark. Household names, tech giants and startups, non-profits, and other innovative organizations call on Eva to guide them through product development and brand management.

In the privacy space, Eva counsels clients around data collection, use, and transfer, as well as the development of appropriate internal and external-facing policies to govern such practices. Always focused on the commercial goals of the organization, she regularly negotiates with vendors, targets, and third parties; manages data breaches; and assists clients with developing new products and services with privacy in mind. This work touches upon global considerations and is ever-evolving alongside the rapidly changing privacy landscape. She prides herself on understanding the needs of marketing teams while embedding appropriate safeguards from a data privacy standpoint and helping to create appealing products and services that respect privacy and diversity. Clients value Eva's ability to merge business goals with commercially reasonable legal requirements.

As a member of the advertising team, Eva ensures that she understands the ins and outs of client brands and brand image. She reviews advertising materials and advises clients on federal and state laws, including unfair and deceptive trade practice regulations enforced by the Federal Trade Commission (FTC) as well as FTC guidance related to endorsements and marketing strategy. This work includes negotiating and advising on agreements related to influencers, navigating social media, green claims, and establishing new relationships.

Eva's work in the intellectual property group includes policing, clearing, registering, and enforcing clients' trademarks. She assists with licensing images, data, and other intellectual property so that clients can appropriately monetize their IP assets.

She enjoys collaborating with clients to create fun and exciting offerings that incorporate technology and innovation while complying with an evolving legal landscape.

## Publications, Presentations & Recognitions

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Eva has been recognized as a “Next Generation Leader” in *The Recorder’s Women Leaders in Tech Law* from a pool of over 200 nominees for her extensive work in the tech industry.

Eva regularly presents on advertising, intellectual property, and privacy. Her recent presentations have spanned topics such as the European General Data Protection Regulation, online gambling, and social media influencers. She is a frequent commentator for *Law360*.

Publications include:

- “CCPA’s Potential Impact in the Automotive Space,” *The Privacy Advisor*, October 1, 2019
- “Faces in the Crowd: Legal Considerations for Use of Facial Recognition Technology at Sports Arenas,” *LawInSport*, August 29, 2018
- “Spokeo Inc. v. Robins,” *E-Commerce Law Reports*; Vol. 16, Issue 3 (2016)

Presentations and speaking engagements include:

- Ad Tech: Ad Fraud and Brand Safety, Practising Law Institute, September 2020 and April 2021
- “The Time for Change is NOW: Attracting, Promoting & Retaining Leaders of Color,” Driving Diversity in Law & Leadership Virtual Summit, March 23, 2021
- “Big Money Little People – Children Influencers and Online Marketing,” ABA IP Law Spring Summit 2021
- “Tech in Sports & Entertainment,” Microsoft Tech Law Summit; 2019-2021
- “Social Media Law Primer for Fashion Brands: The Power and the Pitfalls,” NAWL Women in Fashion Law, November 10, 2020
- “Biglaw Firm’s Latest Racial Equality Work,” *Above the Law’s The Jabot* podcast, Episode 46, September 2020
- “Being Proactive About Privacy, Cybersecurity and Critical Infrastructure,” Water & Wastewater Equipment Manufacturers Association’s Annual Meeting, November 7, 2019
- “From Launch to Legal: Getting your Game Offline,” ArentFox Schiff Next Level Law Event, Game Developers Conference, March 14, 2019
- “Privacy and Technology: Are Predictive Analytics Creating Biased Outcomes?,” Coalition of Black Excellence Summit, February 21, 2019
- “Big Data and Privacy: Can They Co-Exist?,” Inman Connect New York 2019, January 31, 2019
- “Video Games, Trademark, Fair Use and the First Amendment,” Golden Gate University’s 17th Annual Conference on Recent Developments in IP Law and Policy, October 26, 2018
- “Cybersecurity & Data Protection,” The Three C’s -- Cybersecurity, Cryptocurrency & Cannabis Program, September 27, 2018

## Professional Activities

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Eva is a certified privacy professional (CIPP/US) and an active member of the International Association of Privacy Professionals. Eva is also an active member of the [ArentFox Schiff Center for Racial Equality](#) and the firm’s Pro Bono Committee. She is also a proud board member for the Lawyers’ Committee for Civil Rights Under Law and a 2018 Fellow of the Leadership Council for Legal Diversity.

## Life Beyond the Law

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When Eva is not working, she enjoys spending time with her family. She also enjoys reading, traveling, and visits her hometown of Virginia Beach as often as possible.

## Bar Admissions

[California](#)

District of Columbia  
Virginia