



# Donna M. Ruscitti

*partner*

Donna has noteworthy experience in counseling clients in the area of technology implementations, ERP systems, cloud computing services, e-commerce, software licensing and internet law, as well as general business matters.

**With her general business background, she continues to work in a broad spectrum of areas and brings business sense to technology and intellectual property matters.**

Donna has CIPP-US certification and counsels clients in privacy and data security matters, including responding to data breaches. A significant part of Donna's practice involves technology implementations in healthcare settings, including safeguarding of protected health information and electronic medical records. She also draws on her significant background in construction law, and continues to work with clients to develop and implement sound contracting strategies.

She helps clients with both traditional and emerging technologies. She enjoys preparing, evaluating, and negotiating information technology contracts, licensing of intellectual property, and developing and negotiating software licensing agreements, many of which operate the core of her clients' businesses. Donna regularly counsels concerning hardware and software acquisition; third party hosting, SaaS, PaaS, IaaS and cloud computing agreements; website development and hosting; issues related to use of open source software; joint development agreements; and transfer of technology and intellectual property rights in corporate acquisitions. Donna writes and speaks frequently on topics including managing the risks associated with e-commerce, conducting business through the Internet, and protecting intellectual property. Clients rely on her extensive experience in Internet law and regulation and the constantly evolving models of technology implementations. With a

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## SOCIAL MEDIA

### Blogs

technologylawsources.com

## EDUCATION

Capital University Law School, J.D.,  
1986; *Capital University Law  
Review*, Editor-in-Chief

College of Wooster, B.A., *magna  
cum laude*, 1974

## SERVICES

### Intellectual Property

- Join research, development and joint ventures
- Intellectual property audits and strategies
- International business and intellectual property
- Copyrights
- Promotions, sweepstakes and contests
- Technology and intellectual property transfers and licensing

background in various corporate transactions, Donna also advises clients in general business matters, including franchising, franchise disclosure documents, drafting and negotiating construction contracts, revising and negotiating contracts published by the American Institute of Architects and other professional service contracts.

Donna counsels clients concerning responding to data breach incidents, complying with privacy and data security laws at the state and federal level, as well as international privacy and data protection laws and regulations, including contractual provisions to address privacy and data security issues in many types of business transactions. She achieved Certified Information Privacy Professional status through the International Association of Privacy Professionals.

She presently chairs the firm's Technology, Privacy & Data Security practice group and formerly chaired the Intellectual Property & Technology Practice Group for 12 years.

#### BAR ADMISSIONS

- Ohio
- U.S. District Court for the Southern District of Ohio

#### PRESENTATIONS

- "Data Breach Simulation," Southwestern Ohio Association of Corporate Counsel, May 14, 2019
- "Data Breach Simulation," Porter Wright Employment Relations Seminar, Oct. 31, 2018
- "Data Breach Simulation," Porter Wright, June 20, 2018
- "Liability, Confidentiality and Reality: How to Identify and Overcome Legal Challenges to Information Sharing," InfraGard Midwest Security Symposium, April 27, 2018
- "Data Breach for Health Care Providers," Porter Wright Technology Seminar Series, July 11, 2017
- "Data Breach Simulation," Porter Wright Technology Seminar Series, May 10, 2017
- "Understanding Cyber Risk and Risk Management," Jacadis and Porter Wright, July 28, 2016
- "The Barbarians are at the Gate: Defending Your Firm Against Cyber Attacks," The Federal Bar Association, Northern District of Ohio Chapter, Sept. 16, 2015
- "Trends in Data Breach and What Your Business Should be Doing About it," Porter Wright Technology Seminar Series, Aug. 12, 2015
- "Preventing Data Leaks Through Workforce Management," OHS/INFRAGARD: Cyber Strategies for a Safer Ohio, Oct. 27, 2014
- "Evaluating and Mitigating Risk of Data Breach," McGladrey's 2013 Manufacturing & Distribution Executive Summit, October 2013
- "Cloud Computing and Outsourcing in the U.S. and Across Borders," Porter Wright Technology Seminar Series, July 17, 2013

#### SERVICES (CONTINUED)

##### Privacy & Data Security

- Data security and breach notification
- U.S. and international privacy regulation
- Information technology
- Retail and web commerce
- Records management and privacy policies
- Mergers, acquisitions and divestitures
- Law enforcement and forensics
- Workplace privacy
- Broker, lender and financial institution matters
- Social media
- HIPAA and HITECH compliance

##### International Business & Trade

- Sales representation, distribution and licensing agreements

##### Business Growth & Operation

- Business transactions

##### Entrepreneurship & Startups

##### Real Estate

- Construction and design contracts

##### Technology

- Joint research, development and joint ventures
- Software development, licensing and services
- Internet and electronic commerce
- Open source software
- Outsourcing
- International transactions
- Technology transfer and licensing
- Enforcement, disputes and litigation
- Social media

- “Red Flag Rules Under the Securities Exchange Commission and Commodity Futures Trading Commission,” Central Ohio Compliance Association, June 26, 2013
- “Information Privacy Regulation - What You Need to Know About Current Developments,” Porter Wright Client Workshop, May 24, 2012
- “Help, My Brand has been Kidnapped in China: Practical Solutions to Protect Your Trademark in China,” Porter Wright Client Seminar, March 22, 2012
- “Top 10 ‘Do’s’ and ‘Don’ts’ for Intellectual Property Counsel: Experience and Practice Pointers from within the Columbus Intellectual Property Community,” Columbus Intellectual Property Law Association Panel Presentation, Dec. 8, 2011

## PUBLICATIONS

- “Understanding the legal aspects of e-commerce: Leading lawyers on defending intellectual property, navigating piracy concerns, and negotiating contracts,” *The More Things Change, The More They Stay the Same: Legal Issues in Technology Contracts*, Aspatore Books, 2011

## PROFESSIONAL ASSOCIATIONS

- International Association of Privacy Professionals (IAPP), Certified Information Privacy Professional (CIPP)
- InfraGard®, Member
- International Technology Law Association (ITECHLAW)
- Columbus Intellectual Property Law Association (CIPLA), President, 2011-2012

## HONORS | AWARDS

- *Best Lawyers*®, Columbus, Ohio Copyright Law, “Lawyer of the Year,” 2020
- *Best Lawyers*®, Copyright Law, Technology Law
- Lexology Client Choice™ Award, Information Technology, 2014-2016
- LifeCare Alliance, John Marakas Philanthropic Spirit Award, 2007
- Martindale-Hubbell®, AV Preeminent
- Phi Beta Kappa

## COMMUNITY

- LifeCare Alliance, Board of Directors

## SERVICES (CONTINUED)

### Health Care

- Data privacy and security, including HIPAA, HITECH and state data breach laws
- Security breach, malware and ransomware advice
- Intellectual property

### Antitrust & Consumer Protection