

## Mark W. Brennan

Partner

Washington, D.C.

### Biography

Mark W. Brennan leads our global Technology and Telecommunications industry sector group. He is also our Lead Innovation Partner, responsible for championing innovation in client service, new products, and legal innovation across the firm's global business.

Mark has a truly unique global regulatory and policy practice that makes him a valuable resource for clients across industry sectors. An experienced advisor, Mark is a respected voice on privacy and communications matters, and his thoughtful strategies empower clients on matters spanning regulatory consultations and rulemakings to compliance and product design to government investigations and enforcement. He advises clients on artificial intelligence, online content (including Section 230), market entry and licensing, spectrum policy, biometric data and facial recognition, Internet of things, U.S. CLOUD Act, cloud services, calling/texting laws, and other technology and consumer protection matters.

Global internet and technology companies and household name clients in the financial, health care, pharmaceutical, government contracts, advertising, and automotive sectors all rely on Mark to help solve their most pressing challenges.

Mark receives dozens of requests each year to share his insights on telecommunications, privacy, and consumer protection issues at marquee conferences and is most



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### Practices

Communications, Internet, and Media

Privacy and Cybersecurity

Marketing and Advertising

Space and Satellite

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### Industries

Technology and Telecoms

Financial Institutions

Life Sciences and Health Care

Sports, Media and Entertainment

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### Areas of focus

Broadband, Internet, and E-commerce

well-known for obtaining significant victories for clients on data protection and Telephone Consumer Protection Act (TCPA) issues.

Mark also advises on other communications and privacy matters, including Section 5 of the Federal Trade Commission Act and state privacy laws, the FCC's CPNI rules, CAN-SPAM, the Video Privacy Protection Act, COPPA, data breach laws, and more.

Mark is a member of our Americas Diversity Committee and was a founding Chair of our global Pride+ LGBT+ ally network.

## Awards and rankings

- Telecom, Broadcast & Satellite (District of Columbia), Rank 4, *Chambers USA*, 2022-2024
- Media, Technology, and Telecoms: Cyber Law (Including Data Privacy and Protection), *Legal 500 US*, 2020-2024
- Media, Technology, and Telecoms: Telecoms and Broadcast: Regulatory, *Legal 500 US*, 2010-2024
- Media, Technology, and Telecoms: Fintech, *Legal 500 US*, 2020
- Media, Technology, and Telecoms: Telecoms and Broadcast: Regulatory, Next Generation, *Legal 500 US*, 2017-2020
- Telecommunications Rising Star, Top Attorneys Under 40, *Law360*, 2018
- Rising Star, Communications, *Washington, D.C. Super Lawyers*, 2014-2015
- Best Lawyers Under 40, *The National LGBT Bar Association*, 2011
- Media, Technology, and Telecoms: Telecoms and Broadcast: Transactional, *Legal 500 US*, 2014, 2018
- Media, Technology, and Telecoms: Technology: Transactions, *Legal 500 US*, 2014, 2017-2018

## Latest thinking and events

- Hogan Lovells Publications
  - Dissecting Treasury's Call For Input On AI In

Consumer Protection and Privacy  
Privacy and Cybersecurity Public  
Policy Counseling and Advocacy  
Wireless  
Telecommunications and Wireline  
Communications Compliance and  
Enforcement  
Digital Health  
California Consumer Privacy Act  
FinTech  
Media and Entertainment  
Gaming  
Artificial Intelligence

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## Education and admissions

### Education

J.D., Georgetown University Law Center, 2005

B.S., University of Florida, summa cum laude, 2002

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## Memberships

Co-chair, Consumer Protection Committee, Federal Communications Bar Association  
Member, International Association of Privacy Professionals  
Past Board Member, National LGBT Bar Association  
Past Board Member, Sitar Arts Center  
Past Board Member, Washington Area Lawyers for the Arts

## Financial Sector *Law360*

- News
  - Real-time video conferencing services face rapidly approaching compliance deadline
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- News
  - FCC to consider new TCPA requirements for using AI-generated content in robocalls and robotexts
- News
  - Online speech showdown: Six takeaways from *Moody v. NetChoice*
- News
  - U.S. Treasury Department seeks comment on AI opportunities and risks in the financial sector

Past Executive Leadership Team Member, Lawyers Have Heart D.C.

Past Chair, Charity Auction Committee, Federal Communications Bar Association

Past Co-chair, Mobile Payments Committee, Federal Communications Bar Association

Past Co-chair, Social Media, Membership & Marketing Committee, Federal Communications Bar Association

Past Co-chair, Transactional Practice Committee, Federal Communications Bar Association

Past Co-chair, Young Lawyers Committee, Federal Communications Bar Association

Past Executive Committee Member, Federal Communications Bar Association

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## Bar admissions and qualifications

District of Columbia

Florida

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## Court admissions

U.S. Supreme Court

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## Accolades

Mark Brennan and his team are incredibly responsive and consistently provide thoughtful, creative solutions on some of our most pressing matters.

