

DEVEN R. DESAI **CURRICULUM VITAE**

Georgia Institute of Technology
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[Google Scholar](#)

RESEARCH INTERESTS

Professor Desai's scholarship examines how business interests, new technology, and economic theories shape privacy and intellectual property law and where those arguments explain productivity or where they fail to capture society's interest in the free flow of information and development.

He has written about the intersection of science and technology for more than 15 years and the importance of understanding information theory and AI since 2012. In addition to his work on science, technology, and law, Professor Desai has a series of papers bringing business theory and practical realities about branding into legal scholarship.

TEACHING INTERESTS

Professor Desai's teaching focuses on the intersection of business, law, and ethics. He enjoys teaching undergraduate course on the fundamentals of business, law, and ethics; a course on sports and entertainment law; MBA courses on business ethics; and MBA courses on AI business/legal/ethical issues. He looks forward to building more classes on that intersection for undergraduates.

EDUCATION

Yale Law School, New Haven, CT Juris Doctor, 1997
Yale Journal of Law & Humanities, Co-Editor-in-Chief and Articles Editor

University of California at Berkeley, Berkeley, CA B.A., Rhetoric, *highest honors*, 1993
G.P.A., 3.85; 4.0 in the major with honors
Honors: Phi Beta Kappa, 1992; Departmental Citation as Top Student, 1993; Moore Scholarship and Grossmith Scholarship (both for academic excellence)
Rhetoric in Oral Argument and Presentation, *Teaching Assistant as undergraduate*
Honors Thesis: *To Read or Not To Read: An Analysis of the Rhetoric of Genius*

RESEARCH AND FACULTY EXPERIENCE

Georgia Institute of Technology, August 2014-present
Scheller College of Business, Atlanta, GA
Associate Professor (tenured)
ML@GATECH, cross-campus machine learning center
Courtesy appointment, School of Public Policy

Yale Law School, Internet Society Project, New Haven, CT April 2015-present
Affiliated Fellow

Thomas Jefferson School of Law, San Diego, CA 2005 – 2010
Associate Professor (tenured) August 2012-July 2014
(on leave 2009-2012)
Courses: Business Associations, Trademark, Information Privacy, Intellectual Property and Information Theory, Professional Responsibility

Stanford Law School, Stanford, CA March 2012-August 2012
Center for Internet and Society
Guest Researcher
Conducted research on information and network theory as applied to a range of intellectual property and privacy questions

Google, Inc., Mountain View, CA May, 2010 – March, 2012
Academic Research Counsel, Mountain View, CA
Initial holder of position formally responsible for conducting and growing company's research from legal, sociological, economic, and other social science perspectives. Duties included conducting own research; maintaining and growing portfolio of research activities; establishing and expanding speaker series to increase company's knowledge of and exchange with academics working on the intersection of technology and social sciences; developing the company's capacity to research, present, and write about technology policy matters.

Princeton University, Princeton, NJ 2009-2010
Center for Information Technology Policy
Visiting Fellow
Conducted research for series of papers on brands; organized conference on Intergenerational Equity and Intellectual Property; participated in weekly security and policy workshops

OTHER EXPERIENCE

Desai Consulting, Santa Monica, CA 2002 – 2005
Principal 1999 -- 2001
Operated consulting company providing strategic law and policy analysis and advice regarding evolving domestic and international Internet legal rules covering areas such as online privacy,

ecommerce, and protection of copyrighted material and local government and policy issues such as good government, crime, housing, and education

Representative clients: Mattel, Inc., Cory Booker for Mayor campaign, and Jumpstart for Young Children, Inc.

SCHOLARLY OUTPUT

Accepted Publications

1. *Using Agency Law to Tame AI Agents* BERKELEY TECHNOLOGY LAW JOURNAL (2026) (forthcoming)
2. *AI Agents and the Law*, Vol. 8 No. 3 (2025): PROCEEDINGS OF THE EIGHTH AAAI/ACM CONFERENCE ON AI, ETHICS, AND SOCIETY (AIES-25)
3. *The Likelihood of Generic Confusion*, 2024 WISCONSIN LAW REVIEW 1749 (2024)
4. *Between Copyright and Computer Science: The Law and Ethics of Generative AI 22* NORTHWESTERN J. OF TECHNOLOGY AND INTELLECTUAL PROPERTY 55 (2024) (with Mark Riedl)
5. *Scarcity, Regulation, and the Abundance Society*, FRONTIERS (2023) (synthesizing and expanding ideas societal implications of technology and scarcity as posited by Deven Desai and Mark Lemley)
6. *Using Algorithms to Tame Discrimination: A Path to Algorithmic Diversity, Equity, and Inclusion*, 56 U.C. Davis L. Rev 1703 (2023) (with Swati Gupta and Jad Salem)
7. *Don't let Ricci v. DeStefano Hold You Back: A Bias-Aware Legal Solution to the Hiring Paradox*, FACCT '22: 2022 ACM CONFERENCE ON FAIRNESS, ACCOUNTABILITY, AND TRANSPARENCY, June 2022, Pages 651–666, Seoul, Korea (with Jad Salem and Swati Gupta)
8. *Identifying Critical Infrastructure in a World with Supply Chain and Cross-Sectoral Cybersecurity Risk*, 62 JURIMETRICS J. 173 (2022) (with Christos Makridis)
9. *The Important, Justifiable, and Constrained Role of Nationality in Foreign Intelligence Surveillance*, Hoover Working Group on National Security, Technology, and Law, Aegis Series Paper No. 1901 (January 10, 2019) (with Peter Swire and Jesse Woo)
10. *The Role of Differential Privacy in GDPR Compliance*, FATREC'18, October 2018, Vancouver, Canada (with Rachel Cummings)
11. *Trust But Verify: A Guide to Algorithms and the Law*, 31 HARVARD JOURNAL OF LAW AND TECHNOLOGY 1 (2017)

12. *Exploration and Exploitation: An Essay on (Machine) Learning, Algorithms, and Information Provision*, 47 LOYOLA UNIVERSITY CHICAGO LAW JOURNAL 541 (2015)
13. *The Chicago School Trap in Trademark: On the Co-Evolution of Corporate, Antitrust, and Trademark Law* 37 CARDOZO LAW REVIEW 551 (2015)
14. *Constitutional Limits on Surveillance: Associational Freedom in the Age of Data Hoarding* 90 NOTRE DAME LAW REVIEW 579 (2014)
15. *The Competitive Significance of Brands*, CPI ANTITRUST CHRONICLE, July 2014 (2)
16. *The New Steam: On Digitization, Decentralization, and Disruption*, 65 HASTINGS LAW JOURNAL 1469 (2014)
17. *Patents, Meet Napster: The Disruptive Power of 3D Printing*, 102 GEORGETOWN LAW JOURNAL 1691 (2014) (with Gerard Magliocca)
18. *Bounded by Brands: An Information Network Approach to Brands*, 47 U.C. DAVIS LAW REVIEW 821 (2014)
19. *Speech Citizenry and the Market: A Corporate Public Figure Doctrine* 98 MINNESOTA LAW REVIEW 455 (2013)
20. *Beyond Location: Data Security in the 21st Century*, COMMUNICATIONS OF THE ACM (January, 2013)
21. *Response: An Information Approach to Trademarks*, 100 GEORGETOWN LAW JOURNAL 2119 (2012) (invited piece for 100th Anniversary issue of the Georgetown Law Journal)
22. *From Trademarks to Brands*, 46 FLORIDA LAW REVIEW 981 (2012)
23. *The Life and Death of Copyright*, 2011 WISCONSIN LAW REVIEW 219 (2011)
24. *Brands, Competition, and the Law*, 2010 BRIGHAM YOUNG LAW REVIEW 1425 (2010) (with Spencer Waller)
25. *Privacy? Property?: Reflections on the Implications of a Post-Human World*, 18 KANSAS JOURNAL OF LAW & PUBLIC POLICY 174 (2009)
26. *Property, Persona, and Preservation*, 81 TEMPLE LAW REVIEW 67 (2008)
27. *Confronting the Genericism Conundrum* 28 CARDOZO LAW REVIEW 1789 (2007) (with Sandra L. Rierson)

28. *Have Your Cake and Eat It Too: A Proposal For A Layered Approach to Regulating Private Military Companies* 39 UNIVERSITY OF SAN FRANCISCO LAW REVIEW 825 (Summer 2005) (lead article)

BOOK CHAPTERS and EDITORSHIPS

1. SCARCITY, REGULATION, AND THE ABUNDANCE SOCIETY (Deven R. Desai and Mark A. Lemley eds.) FRONTIERS (2022) (edited volume with chapters exploring societal implications of technology and scarcity as posited by Desai and Lemley)
2. *The Public Higher Education Brand* in ACADEMIC BRANDING (Mario Biagoli and Madhavi Sunder eds.) (2022)
3. *Should Trademark Law Protect Marketing Practices?* in THE PROTECTION OF NON-TRADITIONAL TRADEMARKS: A CRITICAL PERSPECTIVE (Irene Calboli and Martin Sentfleben eds.) (2019)
4. *How Democratized Production Challenges Society's Ability to Regulate* in 3D PRINTING AND BEYOND: THE INTELLECTUAL PROPERTY AND LEGAL AND IMPLICATIONS SURROUNDING 3D PRINTING AND EMERGING TECHNOLOGIES (Dinusha Mendis, Mark Lemley, Matthew Rimmer, eds.) (2019)
5. *How 3D Printing Disrupts Trade Dress Protection and Resurrects the Need for Source and Quality Assurance* in 3D PRINTING AND BEYOND: THE INTELLECTUAL PROPERTY AND LEGAL AND IMPLICATIONS SURROUNDING 3D PRINTING AND EMERGING TECHNOLOGIES (Dinusha Mendis, Mark Lemley, Matthew Rimmer, eds.) (2019)
6. *Intellectual Property: The Gateway to Your Customer* in THE LEGAL RISK HANDBOOK: AN INTERNATIONAL GUIDE TO PROTECT YOUR BUSINESS FROM LEGAL LOSS (2017)
7. BRANDS, COMPETITION LAW AND IP LAW (Deven R. Desai, Ioannis Lianos, and Spencer Waller, eds.) (Cambridge, 2015)
8. *An Introduction to "Brand's law"* (with Ioannis Lianos and Spencer Weber Waller) BRANDS, COMPETITION LAW AND IP LAW (Deven R. Desai, Ioannis Lianos, and Spencer Waller, eds.) (Cambridge, 2015)
9. *Brands Competition and Antitrust Law* (with Spencer Waller) in BRANDS, COMPETITION LAW AND IP LAW (Deven R. Desai, Ioannis Lianos, and Spencer Waller, eds.) (Cambridge, 2015)
10. *Individual Branding: How the Rise of Individual Creation and Distribution of Cultural Products Confuses the Intellectual Property System* in CREATIVITY, LAW, AND ENTREPRENEURSHIP (Shubha Ghosh and Robin Malloy eds.) (2009)

11. LAW OF INTERNET DISPUTES, (Aspen, 1999-2003) (sole contributing editor)
Authored chapters of and edited treatise on Internet law and policy including protection of copyrighted material, e-commerce, Internet jurisdiction, and privacy

OTHER WRITING

1. [Want To Fix Daylight Saving Times? Treat It Like Jetlag](#), THE HILL, NOVEMBER 5, 2022
2. [Why We Need to Build a Virus Early Warning System](#), THE HILL, MAY 11, 2021 (featured in Academic Research Update of May 27, 2021)
3. [Taming AI's Can/Should Problem](#), MIT Sloan Management Review, (with Ayanna Howard), May 18, 2021.
4. [Beyond the American Summer: 8 Steps to Deliver on the American Promise](#), THE HILL November 17, 2020
5. [Why We Need a G.I. Bill for the Covid Era](#), The Hill July 27, 2020 (with Christos Makridis)