

## Joshua M. Bercu

### Associate

Joshua M. Bercu plays a leading role in the Firm's privacy and cybersecurity practice, advising clients on a variety of legal and policy issues related to data privacy, security, and consumer protection. His work includes developing and executing advocacy strategies on behalf of industry trade associations and companies before the FTC, FCC, and NTIA, including on emerging topics like the Internet of Things and enduring ones like the Telephone Consumer Protection Act (TCPA). Mr. Bercu also counsels established communications and technology companies and new upstarts on compliance with privacy, data security, and other consumer protection laws and regulations. His experience includes drafting privacy policies and terms of service, advising companies regarding the privacy implications of new products and services, and helping clients avoid legal pitfalls that could result from their marketing and outreach. Mr. Bercu also has been involved in drafting industry best practices and principles on various privacy matters.

In addition, Mr. Bercu works in the Firm's growing trademark practice, where he has counseled clients on the clearance of trademarks, and has assisted clients with the preparation, filing, and prosecution of federal trademark and service mark applications.

Prior to joining the firm in March 2011, Mr. Bercu served as a fellow with the House Energy & Commerce Committee focusing on telecommunications and technology issues. During law school, Mr. Bercu was a member of the Georgetown Journal of Law & Public Policy and served as the Vice President of Media and Communications Law for GEMALaw, a division of the Georgetown Entertainment & Media Alliance. His experience also includes internships with the FCC's Wireless and Enforcement Bureaus and a large law firm's Internet, Communications & Data Protection Group.

#### ACTIVITIES AND RECOGNITION

Member, Federal Communications Bar Association

Member, Federal Communications Bar Association Ad Hoc Social Media Committee, 2012-2013

Co-Chair, Federal Communications Bar Association Social Media/Membership and Marketing Committee, 2013-2014

#### PUBLICATIONS AND EVENTS

Speaker, Privacy and Security Quarterly Privacy Update, for American Bar Association, Section of Antitrust Law, Privacy and Information Security Committee on May 3, 2018.

Co-Author, [Stress Testing the US Privacy Framework](#), InterMEDIA, Vol 44, Issue 4 (January 2017)

Co-Author, Why the FTC Says Startups Must Care About Cyber, 1776 Blog (October 2015).

Panelist, Ignite Talks Presentation on Privacy, at FCBA (October 2015).

Co-Author, 21st Century Privacy Fix, InterMEDIA, Vol 43, Issue 2 (June 2015).



#### CONTACT

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#### BAR ADMISSIONS

Virginia, 2010  
District of Columbia, 2011

#### EDUCATION

J.D., Georgetown University Law Center, 2010  
B.A., Harvard University, 2007

#### PRACTICE AREAS

Broadband & IP-Enabled Services  
FTC & Consumer Protection  
Internet of Things  
Privacy, Data Protection & Cybersecurity  
Trademarks  
Wireless Communications

Panelist, Deterring Cyber-Threats: Lessons Learned from the Sony, Target, and other Mega Breach Incidents, at Florida Privacy and Cybersecurity Symposium on May 14, 2015.

Co-Author, Chapter 4: Consumer Privacy in a Data-Driven Era, 32nd Annual Telecommunications Policy & Regulation Institute Handbook (December 2014).

Co-Author, "6 Ways Startups Can Learn from Snapchat's FTC Privacy Settlement," 1776 (June 30, 2014).

Co-Presenter, "Startup Screwups: Privacy and Data Security Pitfalls for Emerging Companies," at 1776 on June 12, 2014.

Moderator of "A Sit Down with FTC Commissioner Maureen Ohlhausen" on February 24, 2014, discussing the Internet of Things and the privacy issues arising from the trend of adding online connectivity to everyday items.

Co-Author, Chapter 4: Consumer Privacy in a Data-Driven Era, 31st Annual Telecommunications Policy & Regulation Institute Handbook (December 2013).

Moderator of Georgetown Entertainment & Media Alliance, Law Chapter panel titled "Defining 'Entertainment and Media Law' in DC" on September 19, 2013.

Co-Author of and Mentor for Case Study Exercise, Department of Commerce, Commercial Law Development Program, Best Practices Licensing and Regulation Program for the Iraq Communications and Media Commission on September 10-11, 2013.

Co-Author, Chapter 4: Privacy 360°- Continuing Obligations and Emerging Frameworks on All Fronts, 30th Annual Telecommunications Policy & Regulation Institute Handbook (December 2012)