



Gai Sher

Senior Counsel

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Gai Sher focuses her practice on private equity investments, mergers and acquisitions, and complex corporate transactions. She is a trusted counselor to businesses and investors navigating high-stakes deals, working to provide strategic guidance to private equity funds, and their portfolio companies, across a wide spectrum of transactions, including domestic and cross-border mergers and acquisitions and divestitures. Her collaborative style and forward-thinking approach allow her to partner with clients to help them navigate changing market dynamics.

Gai delivers strategic, business-minded legal support to each deal, bringing her knowledge and varied experience counseling early-stage and emerging growth companies, brands, creators, talent, and executives in media and technology to all aspects of corporate and commercial transactions. She is adept at negotiating and structuring joint ventures, sponsorship and endorsement deals, marketing and advertising agreements, IP licensing, rights, talent, and media agreements. Her multifaceted experience traverses high-level transactional work and the specific needs of these industries. She also provides outside general counsel services to early- and later-stage companies in transition.

Gai earned her juris doctor from Northeastern University School of Law with concentrations in Intellectual Property & Innovation and Business & Consumer Law, where she received high honors in Corporate Finance, Advanced Legal Research and Writing, Transactional Drafting, Entertainment Law, Trademark and Branding Law, Patent Law, Copyright Law, Legal Counseling, Evidence, and Negotiation. While in law school, Gai clerked at a Boston law firm, where she worked on various corporate matters including mergers, acquisitions, and finance deals, strategic partnerships, and joint development agreements, including one between a robotics company and a major international retail chain. She was also a student attorney at the Northeastern Community Business Clinic.

Education

- Syracuse University (B.A., *magna cum laude*)
 - Major – Advertising; Public Policy
- Northeastern University School of Law (J.D.)

Services & Industries

- Advertising & Marketing
- Business

Admissions

- California
- Florida

Languages

- Hebrew

Awards & Honors

- *The Best Lawyers in America: Ones to Watch®*, Technology Law, 2026-2027
- Florida *Super Lawyers* Rising Star, 2025-2026
- 500 X - The Next Generation, *Lawdragon*, 2024
- Cryptocurrency Trailblazer, *National Law Journal*, 2022

Published In

- Co-Author, "Artificial Fashion: AI Poses Risks, Rewards for Players in the Apparel Space," TFL, February 8, 2024
- Co-Author, "New Legal Frameworks Are Instrumental for AI in Music," Law360, November 28, 2023
- Co-Author, "The Privacy Paradox with AI," Westlaw Today, October 31, 2023
- Co-Author, "Unmasking AI bias: A Collaborative Effort," Westlaw Today, July 21, 2023
- Co-Author, "Generative AI and Copyright Law: What's the future for IP?" TechCrunch+, May 9, 2023
- Co-Author, "Kim Kardashian's Ethereum Max Ad Violated the SEC's Anti-Touting Provision," Coin Telegraph, October 12, 2022
- Co-Author, "If Crypto Platforms Go Bankrupt, What Happens to My Assets?" Blockchain Magazine, September 18, 2022
- Co-Author, "How Should the Seller of an NFT Report It for Tax Purposes?" Bloomberg Tax, March 4, 2022
- Co-Author, "The Cannabis Industry Takes on NFTs," Cannabis Business Executive, February 28, 2022

Thought Leadership

February 20, 2025

Trump U.S. Department of Education Rescinds Biden Administration NIL Title IX Guidance Previewing a Contentious 2025 for Title IX

February 10, 2025

House, Title IX, the Evolution of NIL, and College Athletics' Looming Employment Question Promises a Busy 2025 for College Athletics

December 30, 2024

Key Insights from the Miami Private Markets Conference: Unlocking Opportunities in a Changing Landscape

Speaking Engagements

- Moderator, "Sports Gaming," Family Office Sports Summit, October 27, 2025
- Moderator, "The Future of Miami Tech Funding," Startup World Cup Miami 2024 Regional Final, September 14, 2024
- Speaker, "The Data and Credit Criteria to Successfully Make a Consolidation Offer," AADR - American Association for Debt Resolution, June 7, 2024