



## Jana S. Farmer

Partner

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Jana S. Farmer is a strategist whose practice sits at the intersection of privacy, security, AI governance, and art law. She works with organizations ranging from mid-size businesses to global enterprises, innovators in high-value technology and mission-critical industries, as well as insurers and art market leaders, turning legal risk into resilience. Jana places the highest priority on helping clients ensure that what they build is not only protected but also positioned to endure.

For businesses standing up cybersecurity programs, navigating the growing patchwork of privacy laws, or adopting generative AI tools, Jana transforms overwhelming regulatory and litigation risk into practical roadmaps. She is known for cutting through complexity, aligning governance with business goals, and delivering solutions that hold up under pressure - whether by passing regulatory review, closing a deal, or avoiding costly disputes.

For auction houses, galleries, collectors, and their insurers, Jana provides trusted counsel on issues such as provenance, title, authenticity, transactional agreements, dispute resolution, and insurance coverage to help clients protect and maximize the value of their art assets. She translates the practices of the art market for those unfamiliar with its rules, ensuring that agreements are both valid and commercially advantageous, and that collections maintain their value over time.

Clients turn to Jana when:

- They need assistance with drafting or implementing robust privacy policies, adhering to governance frameworks, or performing risk assessments designed to achieve compliance. She ensures these efforts withstand regulatory scrutiny and satisfy the requirements of counterparties or insurers.
- Their teams are experimenting with generative AI tools, and they need clear guardrails

### Services

- Art Law
- Cybersecurity & Data Privacy
- Data Use & AI Governance
- France
- Intellectual Property & Technology

to protect their data, reputation, and the long-term viability and responsible use of these technologies.

- They seek guidance for high-value art transactions where issues of provenance and authenticity are paramount and directly impact potential liability and the value of artworks.

Colleagues describe her as the calm strategist who makes complexity simple and decisions actionable. Recognized for her leadership of the firm's Art Law Practice and her role in privacy, security, and AI governance leadership, Jana is trusted by clients and peers alike to lead in complex areas where the rules are changing fastest.

### **Privacy, Security & AI Governance**

Jana is a leader in Wilson Elser's Privacy, Security & AI Practice, where she helps organizations transform regulatory complexity into practical, resilient governance frameworks. She counsels clients, including regulated entities, government contractors, and global enterprises and designs enterprise-wide programs that map and manage personal, sensitive, and high-risk data flows in compliance with the expanding landscape of domestic and international privacy and AI laws. Jana's approach centers on building privacy-by-design, data minimization, and purpose limitation protocols directly into business operations, product lifecycles, and HR processes. She drafts and implements the full suite of documentation required to demonstrate accountability to regulators and business partners, including privacy notices, security governance documentation, consent mechanisms, data processing agreements, and cross-border transfer arrangements.

Jana is also at the forefront of AI governance, advising on the development and deployment of responsible AI systems that meet the requirements of the EU AI Act, NIST's AI Risk Management Framework, and emerging state and federal regulations. She guides clients through impact assessments, model procurement, and policy development, ensuring that AI adoption aligns with ethical standards and business objectives. Her work includes counseling on intellectual property, data provenance, and generative-content ownership, as well as advising boards and leadership teams on AI ethics and workforce transformation. When privacy or AI-related disputes arise, Jana provides strategic litigation defense, leveraging her deep knowledge of statutory and regulatory frameworks to protect clients' interests and minimize liability.

### **IP & Technology**

Jana maintains, enforces, and protects intellectual property across state, federal, and international jurisdictions. Her work encompasses trademark and copyright prosecution; litigation involving copyright, trademark, trade secrets, and unfair business practices; defamation and reputation management; and transactional matters, including internet law, data security, and privacy. She advises clients on advertising and promotion regulation, developing rules for compliant giveaways, contests and sweepstakes, as well as loyalty programs. As a member of the firm's Intellectual Property & Technology Practice, Jana applies her knowledge to various technology-related areas, including internet law, advanced computing systems, and emerging technologies such as non-fungible tokens (NFTs), blockchain, and generative/agent AI. She guides clients through the legal implications of these cutting-edge technologies, helping them navigate challenges and capitalize on new opportunities related to high-value technology assets.

## **Art Law**

Chair of the firm's Art Law Practice, Jana possesses an in-depth understanding of the art market and its intricacies. She represents clients at every stage of art market transactions, assists in conducting due diligence to ensure the protection of their interests, and represents all types of art market participants in litigation and dispute resolution. Jana's expertise extends beyond art law, encompassing a wide range of intellectual property matters, such as copyright, trademarks, and trade secrets. Her comprehensive knowledge enables her to guide clients through the complexities of intellectual property law and deliver effective solutions.

## **Education**

- New York University School of Law (LL.M., 2003)
  - NYU Journal of International Law and Politics, graduate editor
- Saint-Petersburg State University School of Law (J.D., 2001)
  - Philip C. Jessup International Law Moot Court Competition, team member, briefs and oral argument at international rounds

## **Bar Admissions**

- California
- New York

## **Court Admissions**

- U.S. Court of Appeals, Second Circuit
- U.S. District Court, Southern District of New York
- U.S. District Court, Western District of New York
- U.S. District Court, Central District of California

## **Professional Affiliations**

- DRI, Copyright SLG Chair; 2026 IP Seminar Vice-Chair
- Center for Art Law, Advisory Board
- Volunteer Lawyers for the Arts, Volunteer Attorney

## **Languages**

- French
- Russian
- English