

John Fuchs

Shareholder

John Fuchs understands technology better than most Kansas City attorneys. As a "tinkerer" and "part-time hacker" who is fascinated by technology and how it integrates into life, John helps clients understand how technology may also raise emerging legal issues and advise them how to remain compliant with current regulations.

John also has a passion for sports and entertainment and assisting professional sports teams and collegiate athletics departments and conferences to effectively deal with the legal issues they face in fielding teams. A collegiate athlete himself, John played football at Southwest Baptist University and marketed the program by developing new video, recruiting, and compliance initiatives. This unique combination of experience led John to seek out new opportunities to engage with the intersection of law and sports in his career, from advising teams, universities, and conferences on topics ranging from equipment acquisitions, staff training initiatives, fan risk management, and major concert and performance agreements.

Extensive experience in technology.

John has significant real world technology experience. His background includes over ten years in website development, online coding and website management; he was the Editor of the *Virginia Journal of Law and Technology*; and was the Technology Chair of the 2011-2012 William Minor Life Moot Court Board where he managed the technology needs for the 2-year program with over 200 participants.

Collectively, this experience gives him insight to better understand the technical details of what you are trying to do and how technology laws and regulations may impact your agreements and disputes. This is particularly useful when you need to use social media, as he can offer real world solutions to deal with compliance issues that arise under the Children's Online Privacy Protection Act ("COPPA"), state data breach notification laws, social media, website terms and conditions, privacy policies, and more. Ultimately, what client's value most about John's advice for their companies is his understanding of both the technical and practical impact of technology issues and then translating those concerns into IT terms, legal terms, and ultimately common English.

What clients appreciate most about John's advice is his understanding of both the technical and practical impact of technology issues. This hybrid skill set allows him to translate those concerns into IT terms, legal terms, and ultimately common English, making him a valuable asset to their companies.

A practice built on technology, data, and privacy.

John spends the majority of his time assisting clients and other attorneys with data, privacy and technology matters as well as general business management. This includes working extensively with companies involved in the health care, sports and entertainment, and equipment dealer industries. Specifically, John has:

- Drafted and negotiated software and cloud service master services agreements and data sharing agreements for cloud service providers and cloud software users;
- Drafted and negotiated artificial intelligence (AI) use agreements, including restrictive provisions around sensitive data usage and training models;
- Drafted and negotiated mobile app development agreements and software consulting agreements for clients and developers;
- Developed client centered privacy policies, terms of use, and end user license agreements (EULAs) for website providers and mobile apps;
- Counseled clients on COPPA compliance for websites, mobile apps and sweepstakes and other promotions;
- Developed sweepstakes and contest rules for a wide variety of situations and methods, with a particular focus on social media-based promotions;
- Drafted and reviewed ticket terms and conditions for athletic and other spectator events;
- Drafted notices of privacy practices, business associate agreements, and other compliance documents under the Health Insurance Portability and Accountability Act (HIPAA) and advised on HIPAA and HITECH compliance procedures and related issues for health care providers, health plans, and their business associates;
- Drafted operating agreements, articles of incorporation, bylaws and other business governance documents for all types and sizes of privately held limited liability companies and corporations nationwide; and
- Assisted in private equity and private placements transactions across a wide range of industries at all stages including start-ups, buyouts of existing companies, and additional investment rounds;
- Assisted in mergers and acquisitions including due diligence, drafting ancillary documents, and negotiating asset purchase agreements and stock purchase agreements.

Making technology easier to understand.

What makes John a great counselor is his ability to help clients look at difficult problems with a new perspective to find practical solutions. He can translate laws and regulations (such as HIPAA, COPPA, CAN-SPAM, and others) into meaningful guidelines for clients so they can understand them and remain compliant.

John lived in and traveled extensively in the Middle East from 2007-2008 and has been a private pilot since 2006. Today, when he's not practicing law he enjoys spending time with his family; learning the latest strategy board game; and staying current with the latest trends in technology and innovation.

Awards and Experience

- Missouri & Kansas *Super Lawyers* Rising Star, Technology Transactions, 2023
- Bracewell & Giuliani Best Brief Award: 2010 UVA Legal Research Program
- Blackstone Fellow 2010
- Southwest Baptist Dutilleul Honors Program Graduate, Senior Capstone Project: "Zoroastrianism: The Origin of Modern Monotheism?"
- Southwest Baptist University NCAA Division II Football Team Member/Video Director (2006-2009); 2009 Support Staff MVP

Representative Clients

- Kansas City Chiefs and Arrowhead Events
- SpiderOak
- Murphy-Hoffman Company
- Helzberg Diamonds

Professional Affiliations

- The Greater Kansas City Society of Health Care Attorneys
- American Bar Association
- Kansas City Metropolitan Bar Association
- Lawyers Association of Kansas City



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Education

University of Virginia School of Law, J.D., 2012, Blackstone Legal Fellowship, 2010
Southwest Baptist University, B.A. History, 2009, summa cum laude (Political Science Minor)
Ozarks Technical Community College, Dual Credit, 2005-2006

Admissions

Missouri
Kansas

Services

[Data, Privacy, and Technology](#)
[Advertising, Marketing, and Promotions](#)
[Corporate Law](#)
[Mergers & Acquisitions](#)
[Health Care Law](#)
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