SpencerFane®

Jon L. Farnsworth

Partner

Contact

Tampa, Minneapolis

P 612.268.7018 | **F** 612.268.7001

jfarnsworth@spencerfane.com



Overview

Jon Farnsworth assists clients with all aspects of business and technology law, motivated by the belief that the best way to drive progress is to empower business owners and executives with innovative solutions. His guiding principle is clear: "Help good people do good things." With a steadfast conviction that an attorney should foster business, not inhibit it, Jon has built his career on being a trusted advisor, enabling entrepreneurs and companies to innovate, grow, and thrive.

Jon's purpose is to help clients succeed by simplifying the complexities of business and technology law. Beyond legal counsel, he provides strategic insight and practical business solutions that align with clients' goals, missions, and values.

Whether navigating multimillion-dollar mergers and acquisitions, safeguarding priceless intellectual property rights, or advising on physical-to-digital transformations, Jon combines deep legal expertise and judgment with a forward-thinking approach that turns challenges into opportunities.

Jon is a trusted advisor in cutting-edge areas, including Artificial Intelligence (AI), cybersecurity, data privacy, software and technology law, and intellectual property. He has earned the trust of small and large clients – from startups shaping their future to established companies navigating new markets or closing multimillion-dollar transactions. His comprehensive guidance on technology law extends across a plethora of industries where technology plays a central role in business success, including medical devices, retail, health care, manufacturing, fitness, real estate, professional services, and utilities.

Jon's leadership extends beyond client work. As the prior elected Chair of the Minnesota State Bar Association's Computer and Technology Law Section and frequent mentor of other junior attorneys, he has helped shape the legal discourse on technology issues on a national level. His experience includes advising clients on data breaches, cyber liability insurance, and emerging digital risks, ensuring they remain protected in an ever-evolving landscape. Jon is also a go-to attorney for public and cooperative utilities who are installing electrical and water smart grids.

Above all, Jon excels at demystifying complex issues. His straightforward, genuine, and honest feedback empowers clients to make confident decisions. Whether launching a business, navigating a major transition, or exploring new growth opportunities, Jon cares about clients and their businesses and is committed to fostering success and innovation every step of the way.

Education

- University of St. Thomas School of Law, 2008 (J.D.), *cum laude*
- University of St. Thomas Opus College of Business, 2008 (M.B.A.)
- Gustavus Adolphus College, 2004 (B.A.), *magna cum laude*
- Institute for Economic and Political Studies Program, London, England, 2003

Bar Admissions

- Florida, 2023
- Minnesota, 2008
- Wisconsin, 2017

Court Admissions

- U.S. District Court for the District of Minnesota
- U.S. District Court for the Western District of Wisconsin

Community Involvement

- Saint Paul Urban Tennis, Former Director on Board
- Southern Minnesota Regional Legal Services, Volunteer Attorney
- University of St. Thomas Career of Professional Development, Presenter and Volunteer
- University of St. Thomas Opus College of Business Graduate School, Former Alumni Board Member
- University of St. Thomas School of Law, Student Mentor

Distinctions

- *Best Lawyers in America*, Corporate Law, 2022-2027
- *Super Lawyers*, Rising Star, 2014-2018
- Minnesota State Bar Association, North Star Lawyers, 2025-2026
- LegalCORPS Volunteer of the Year, 2015

Memberships

- Minnesota State Bar Association, Computer and Technology Law Section, Vice Chair and Council Member
- Florida State Bar Association
- Ramsey County Bar Association
- Wisconsin State Bar Association

Presentations and Publications

Articles

- "AI In Hiring: The Impact of Illinois' New Law on Employment Decisions and What Businesses Need to Know," *Westlaw Today*, September 2024
- "Net Neutrality is Back: A Legal Perspective on its Return," *Minnesota Lawyer*, July 2024
- "Charting a Course Through Data Privacy," *Minnesota Lawyer*, June 2024
- "6 Tax-Related Do's and Don'ts for SaaS Startups in 2023," *TechCrunch*, October 2023
- "9 Common Problems Technology Start-ups Face"
- "ADA Lawsuits Pop Up Over Inaccessible Websites"
- "Avoid Five Common Mistakes Made By Residential Landlords"
- "Breaking Up Isn't Always Hard To Do: How A Legal Contract Can Make Parting With Business Partners More Sweet Than Sorrow"
- "Can Private Practice Serve The Common Good"
- "Can your phone system handle emergency calls?"
- "CCPA, It's Not Just Alphabet Soup"
- "Changes in Child Privacy Law May Affect Online Businesses"
- "Choose Carefully When Crafting Domain Name"
- "Data Hack Suit Against Grocery Chain Must Check Out"
- "Dating Application Triggers National Security Concerns"
- "Developers Earning Green For Building 'Green'"
- "Did You Meet the Deadline for Ensuring 911 Calling Compliance?"
- "Don't Lose "New" Business Clients Before You Fully Retain Them: Key Domain Name Considerations Needed Before Incorporating New Businesses"
- "Employers Caught Off-Guard by Recent Implementation Deadline for Ensuring 911-Calling Compliance"
- "Exclusions In Your Insurance Policy May Leave Your Business Exposed"
- "Fair or Unfair, Companies Must Comply with Wayfair"
- "FAR Out! Understanding Changes to Federal Acquisition Regulations to Obtain Stimulus Money"
- "FDA Rolls Out Calorie Menu Requirements For Restaurants And Vending Machines"
- "Firms Need Data Breach Battle Plans"
- "FTC Sticks It To Manufacturers Who (Improperly) Use "Void If Removed" Warranty Labels"
- "How To Properly Pick And Register Your Company's Internet Domain Name"
- "It's Not Easy Being Green: Legal Pitfalls Of Green Construction"
- "Key Considerations For Your Buy-Sell Agreement"
- "Key Warranty Issues"
- "Lessons From Home Depot's $19.5 Million Data Hack Case"

- Major Copyright Changes Affect Online Businesses"
- "Many Employers Caught Off-Guard by Deadline for Ensuring 911-Calling Compliance"
- "Navigating the Evolving Consumer Data Privacy Landscape"
- "New California Medical Waste Law Impacts Out-of-State Manufacturers and Distributors with Costly Compliance Mandates"
- "Revisiting Tri-State And Bayview's Skeletons: The Legal Lessons Learned From Two Outrageous Examples of Crematory Misconduct"
- "Sephora CCPA Settlement's Warning Extends Beyond Calif."
- "Six Steps for Landlord to Maximize Eviction and Collection Efforts"

- "So, Your Personal Information Was Stolen From Equifax…"
- "Stealing Your Employer's Trade Secrets: A Bad Idea That May Land You In Jail"
- "Summary Guide to Construction Claims"
- "Summary Guide to M&A Due Diligence"
- "Supreme Court Delivers Heavy Blow to Online Retailers But Amazon Remains Ahead of the Curve"
- "Taking The Cloud Out Of The Cloud: 15 FAQs And Their Answers About Businesses Moving To Cloud Computing"
- "Tax Credit Available to Small Businesses for Making Websites ADA-Compliant"
- "Technology Service Statements Of Work: Pitfalls To Avoid"
- "Ten Common Landlord Mistakes: The Keys To Dealing With Delinquency And Eviction Proceedings"
- "The New Legal Frontier: A Practitioner's Guide to Digital Assets"
- "The Way to Start Your Business Partnership Right"
- "Top Three Reasons Why GDPR is Over-Hyped"
- "United Kingdom Proposed New Tax for Online Companies"
- "Warhol Decision's Implications for Creators, Artists," *Minnesota Lawyer*, June 2023
- "Withdrawn Bids – When Is A Bid A Binding Contract?"

Presentations

- "Evolving Software Escrow: Risk Mitigation and Business Continuity in the SaaS Era"
- "15 Of The Top Computer Law-Related Decisions That Every Lawyer Should Know"
- "Are Your Sales Team's Oversights Putting Your Company at Risk?"
- "Avoiding Contracting Pitfalls – Drafting Technology Services Statements Of Work"
- "Basic Financing Considerations & Raising Funds"
- "Business Formation: Start-to-Finish"
- "Business Law 101"
- "Business Law: Strategies for Small Businesses, Startups and More"
- "Capital Raising & Financing Options"
- "Conducting Effective Due Diligence in M&A Transactions"
- "Contract And Tort Law 101"
- "Contracts, Torts And Other Liability Issues"
- "Copyright And The Church"
- "Copyright Law 101"
- "Drafting And Reviewing Business Contracts, Agreements, And Leases During Formation"
- "Drafting Technology Services Statements of Work"
- "Drafting Tips for LLC Operating Agreements"
- "E-Contracts and E-Signatures"
- "Effective Deposition Techniques: What Litigators Can Learn From Modern Film And Television Clips (And A Few Real Life Examples Too)"
- "Emerging Tech and Data Concerns"
- "Employers' Obligation To Retain And Preserve Written And Electronic Documents"
- "Failure To Get And Properly Protect Copyrights, Patents and Trademarks"
- "Hot Button Legal Issues Involving The Internet"
- "Key Legal Agreements and Drafting Tactics"
- "Internet Law For The Estate Planner"
- "Interpreting Essential Documents To Build Your Case"
- "Legal Ethics: Top Mistakes In Digital Communication"
- "Legal Ethics for Business Attorneys"
- "Legal Issues 101 For Entrepreneurs"

- “LegalCORPS Business Law Basics”
- “LLC Operating Agreements: Reinforcing the Corporate Veil”
- “My Space Or your Space: The Employment Law Implications Of Social Networking”
- “Navigating A Lawsuit: How to Hire And Work With An Attorney”
- “Negotiating Business Agreements Via Email, Text And Other Electronic Communications: Avoiding Inadvertent Contracts; Navigating Issues Of Enforceability, Authentication Of E-Signatures, And Admissibility”
- “Negotiating Business Agreements via Text, Email, and Other Electronic Communications”
- “Operating Your Business”
- “Partnership Disputes From Start To Finish”
- “Preliminary Contractual Concerns”
- “Privacy Law”
- “Resolving Your Case: What Winning Can Look Like”
- “Single Member LLCs: Piercing the Corporate Veil”
- “Taking The Cloud Out Of The Cloud: 15 FAQs & Their Answers”
- “Third-Party Service Provider Agreements”
- “Top 9 Mistakes Made In Business Contracts”
- “Top 10 Do’s and Don’t’s When Deals Go South”

Related Experience

- Advise companies on automation, artificial intelligence, and the process for and legal protections of a digital transformation of their assets, including cloud-based and software as a service solutions.
- Strategic analysis of business and legal operations, including new product development and protection.
- Negotiated and closed multi-million dollar commercial lending and real estate transactions.
- Successfully negotiated and closed small and mid-cap M&A transactions with domestic and foreign buyers.
- Successfully defended and protected clients’ intellectual property rights, including in registrations, pre-litigation and litigation matters.
- Implemented Incident Response Plans and acted as data breach coach in high-profile cases.
- Resolved a plethora of shareholder disputes.
- Registered, protected and policed clients’ copyrights and trademarks.
- Represented companies in multi-million dollar capital raising, including capital raising through crowdfunding.
- Helped clients increase income through new business operations and efficiencies.