



William A. Tanenbaum

PARTNER, CHAIR - AI & DATA LAW PRACTICE GROUP



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AI | Technology | IP

Technology Innovation Lawyer: Tectonic shifts in information technology infrastructure, artificial intelligence, and intellectual property are rewriting the rules of business and law in ways that conventional legal methodologies and technology structures were not built to address. William A. (Bill) Tanenbaum provides a lens that enables business and legal teams to identify legal issues in their business objectives, make legally informed decisions to gain a competitive advantage, and manage the risks of these tectonic changes.

Bill is Chair of the AI & Data Law Practice (founded in 2020) at Moses & Singer in New York and a Technology, IP, and Cyber partner at the firm. He has a “national reputation” in technology, is a “leading name” in AI, a “Global Elite Thought Leader” in Data (one of only five U.S. lawyers), an “IP Star,” and one of the “Top 10 Pioneering Tech Lawyers Shaping NY’s Legal Landscape.” Before joining Moses & Singer, Bill was Head of IP and Technology Transactions at a Big Law firm; Co-Head of Health Care Technology at a large national firm; and a partner in an international IP law firm. His understanding of data science distinguishes his practice from others in the field. He handles IT agreements, IP issues, licensing training data and represents companies in deals with Big Tech companies and international firms doing AI and other business in the U.S.

Professional Rankings: Bill is ranked in the top tiers of his fields by Chambers (Technology and Outsourcing), Lexology (AI and Data), Legal 500 (Cybersecurity), Lawdragon (AI 100), Managing IP (one of the “World Leading IP Strategists” and an “IP Star”), and IMG (“Life Sciences Star”).

Technology: Chambers recognizes Bill as a “prominent figure in technology and outsourcing” with “a solid national reputation” who is “well-recognized” for “successfully navigating negotiations,” his “deft handling of commercial deals relating to cutting-edge technologies” and for “bringing extremely high integrity, a deep intellect, fearlessness and a practical, real-world mindset to every problem.” Lexology finds that his depth of

Practices / Industries

- AI & Data Law
- Intellectual Property
- Technology
- Alternative Dispute Resolution
- Intellectual Property, Entertainment/Media & Technology
- Consumer/Luxury Goods
- Digital Assets
- Technology Transactions & Outsourcing

experience in “technology transactions put him at the very top of the market” and that he is “a font of knowledge in creating new IT structures.” Bill co-chairs PLI’s annual Outsourcing Conference.

AI and Data: Bill’s practice focuses on the legal architecture of AI and data commercialization, AI agreements and vendor performance standards, data as the supply chain for AI, AI regulatory compliance, and structuring legal frameworks for AI-driven decision-making. Bill’s Retail AI practice focuses on AI shopping agents and the legal frameworks required when AI is embedded directly into core retail business operations and autonomous decision-making. He is known for his success “in handling innovative technologies such as cybersecurity, IoT and AI” (Chambers). Bill chairs PLI’s annual Data & AI Conference and was selected to host PLI’s AI & Data Law Podcast Series.

Signature Frameworks for AI and IT: Bill’s decades of experience advising companies through successive waves of disruptive technology exposed a consistent failure: existing legal frameworks could not keep pace with the business realities of emerging technology. His five signature frameworks were developed to fill that gap — each addressing a specific dimension of AI and IT deployment that conventional legal practice leaves unresolved.

Tanenbaum Decision Rights Licensing Model. A new approach to commercializing data, built around a redefined scope of use, that governs how data can be used as AI training data.

Decision Integrity. Traditional SaaS agreements are built for deterministic software, where uptime serves as a proxy for accuracy. AI is probabilistic, and vendor performance cannot be measured by outputs alone. Bill developed a methodology to assess the integrity of the AI systems that produce outcomes in order to determine their reliability.

AI Aperture Governance Framework. Named for the way adjusting a camera’s aperture brings critical details into focus, the AI Aperture framework identifies the legal risks and governance issues that must be addressed when companies deploy AI in business-critical operations.

AI Governance and Vendor Agreements. When companies retain AI vendors, the vendors exercise operational control over core business operations, but liability remains with the company. Drawing on his deep outsourcing experience, Bill structures AI governance frameworks and vendor agreements that allow companies to capture the operational advantages of delegating decisions to AI while managing the legal and regulatory risks that remain with the enterprise.

Data as Infrastructure. Data is no longer simply a reporting tool. In agentic AI, it is operational infrastructure because its functionality is to drive decisions, trigger actions, and determine outcomes. Bill guides companies in governing, structuring, and contracting for data in this new role.

Healthcare Technology: Chambers finds Bill’s technology approach and understanding of healthcare is “a winning combination.” Chambers selected him as Editor of its Global Practice Guide to Digital Healthcare. Bill founded and chairs PLI’s annual Healthcare Technology Conference.

Litigation and Arbitration: Bill “has strong litigation experience” with victories in the District Court in the landmark Alice patent case and in IP cases before the Court of Appeals for the Federal Circuit, the highest U.S. IP court. He is a peer-selected member of

the List of the World's Leading Technology Arbitrators and Mediators, administered by the Silicon Valley Arbitration and Mediation Center.

Thought Leadership and Professional Recognition: Chambers selected Bill as the Global Expert & Contributing Editor of its Global Practice Guides to AI and to Digital Healthcare. He chairs or co-chairs PLI's annual conferences on Data & AI, Outsourcing, and Healthcare Technology, and was selected to host PLI's AI & Data Law Podcast Series. He is a Past President of the International Technology Law Association, named "Lawyer of the Year" in IT in New York by US News & World Report, and Vice-Chair of the Data Subcommittee of the International Bar Association's Technology Law Committee.

AI Aperture Series: "Bringing Legal AI Issues into Focus" — William A. (Bill) Tanenbaum's publication series examines the governance and legal risk issues companies must address when deploying AI in business-critical operations. The Series takes its name from the AI Aperture Governance Framework, which identifies the legal risks that must be brought into focus before AI deployment.

Education: He graduated from Brown University (Phi Beta Kappa, degree with highest honors) and Cornell Law School (a "notable alumnus" for his "pioneering work in technology law"). Bill is also a graduate of the Bob Bondurant School of High Performance Driving, which some may find either reassuring or alarming.

Attorney Advertising

Bar/Court Admissions

- U.S. Supreme Court
- U.S. Court of Appeals, Federal Circuit
- U.S. District Court, Southern District of New York
- U.S. District Court, Eastern District of New York
- New York State

Recognition

- Past President of the International Technology Law Association
- "Lawyer of the Year" in Information Technology Law in New York, named by US News & World Report/Best Lawyers (named in 2013, as one of the first lawyers awarded this ranking)
- One of the "Top 10 Pioneering Tech Lawyers Shaping New York's Legal Landscape" (Business Insider)
- Chambers Best Lawyers for Business: Global, U.S., and New York top-tier rankings in Technology and Outsourcing (since 2003)
- Who's Who Legal/Lexology 2025 "Thought Leader Global Elite in Data," one of only five in the U.S., Who's Who Legal's highest category. He is also ranked as "Thought Leader" and "Recommended" rankings in Information Data, Technology, Data Security, and Data Privacy & Protection at the Global and U.S. levels (ranked since the inaugural edition)
- A pioneer in AI, Who's Who Legal/Lexology, Chambers, and the Practising Law Institute
- "Strong litigation experience," Who's Who Legal/Lexology
- Global Expert & Contributing Editor, "Chambers Global Practice Guide for Artificial Intelligence," 2022 and 2023 Editions
- Global Expert & Contributing Editor, "Chambers Global Practice Guide for Digital

Healthcare,” 2021 and 2022 Editions

- Founder and currently chair or chair of the Practising Law Institute’s annual conferences on AI & Data Law, Healthcare Technology Law, and Outsourcing Law.
- Host of the Practising Law Institute’s “AI & Data Law” Podcast Series
- Member of the International Bar Association
- IAM Strategy 300, “The World’s Leading IP Strategists”
- “IP Star” 2025, Managing IP
- “Life Science Star” 2025, LMG Life Sciences
- The only Legal Presenter at the Enterprise Data World Conferences
- Legal Columnist for a publication of Dataversity (an organization of data professionals)
- Best Lawyers in America 2026 (Information Technology Law, since 2001)
- Peer-elected member of 2025 “The World’s Leading Technology Neutrals [Arbitrators]” (also known as “The Tech List”) administered by the Silicon Valley Arbitration and Mediation Center
- Advisory Excellence Award for Cybersecurity
- Selected for Inclusion in the 2025 Lawdragon 100 Leading AI and Legal Tech Advisers Guide

Presentations

- Host and Organizer of the Practising Law Institute’s “AI & Data Law” Podcast Series <https://plievercurrent.podbean.com/> (also available on Apple Podcasts)
- Speaker, PLI Licensing Developments in the U.S., September 2025.
- Chair, PLI Healthcare Technology Law, June 2025, speaker on Legal Issues in the Emerging Field of Predictive Healthcare
- Co-Chair, PLI Data & AI Law Conference, April 2025, speaker on Licensing, Commercializing and Leveraging Data in Corporate Transactions
- PLI Internet of Things Conference, April 2025, speaker on Systematic Failure in IoT Systems
- MSI Conference, January 2025, speaker on AI in Contracting
- American Bar Association Forum on Entertainment and Sports and Intellectual Property, November 2024, speaker on AI for Business Aspects of Entertainment Companies
- Co-Chair, PLI Outsourcing, October 2024, speaker on AI and IP in Outsourcing
- Medical Intelligence 10 (mi10a) Conference, September 2024, speaker on AI & Data Healthcare Liability
- Chair, PLI Healthcare Technology Law, June 2024, speaker on New Data and AI Issues in Healthcare <https://www.pli.edu/programs/health-care-technology?t=live>
- Co-Chair, PLI Data & AI Conference, March 2024, speaker on “Data Rights” model for External Licensing and Internal Corporate Data Sharing <https://www.pli.edu/programs/data-law?t=ondemand>
- World Enterprise Data Law Conference, March 2024, speaker on Fundamentals of Data Licensing for Data Professionals
- Wall Street Technology Association Conference, March 2025, speaker on How Third Party Providers of Outsourcing Services Can Create Liability for Violating Confidentiality Obligations
- PLI Internet of Things Conference, January 2024, speaker on the Healthcare IoT Risks <https://www.pli.edu/programs/i/internet-of-things>
- PLI Outsourcing Conference, October 2023, speaker on AI in Outsourcing <https://www.pli.edu/programs/outsourcing?t=live&p=359948>
- Keynote Speaker, The International School Of Business And Entrepreneurship, May 2022, U.S. Licensing of IP and Technology for Europeans

Publications

- "DeepSeek's Legal and Cross-Cultural Risks and Benefits", NYLJ March 7, 2025, co-authored with Dr. Matthias Orthwein
- Global Expert & Contributing Editor for "Chambers Global Practice Guide to AI 2023," author of the "Introduction" chapter providing an overview of legal issues
- Global Expert & Contributing Editor for "Chambers Global Practice Guide to AI 2022," author of the "Introduction" chapter providing an overview of legal issues
- Global Expert & Contributing Editor for "Chambers Global Practice Guide to Digital Healthcare 2024," author of the "Introduction" chapter providing an overview of legal issues
- Global Expert & Contributing Editor for "Chambers Global Practice Guide to Digital Healthcare 2023," author of the "Introduction" chapter providing an overview of legal issues
- Legal Columnist for Dataversity's The Data Administration Newsletter, article entitled "In AI, Data Itself is the Supply Chain," with co-author Issac Greaney, "In AI, Data Itself is the Supply Chain," December 18, 2024.
- Legal Columnist for Dataversity's The Data Administration Newsletter, article entitled "Current Leading U.S. AI Laws," September 18, 2024
- Legal Columnist for Dataversity's The Data Administration Newsletter, article entitled "Pros and Cons of AI in Healthcare(Part 1)," June 19, 2024
- Legal Columnist for Dataversity's The Data Administration Newsletter, article entitled "AI Creates Hidden Data and IP Legal Problems," March 20, 2024
- Legal Columnist for Dataversity's The Data Administration Newsletter, an article entitled "A New Data Licensing Model ("Decision Rights")," December 20, 2023
- "Advising Healthcare Technology Companies: Buying Technology to Build Technology," PLI Chronicle: Insights and Perspectives for the Legal Community (co-author)
- "Legal Issues Raised by Data in Acquisitions and Other Corporate Transactions," PLI Chronicle: Insights and Perspectives for the Legal Community
- Global Expert & Contributing Editor, Chambers Global Practice Guide to Digital Health (including chapter on "Legal Issues in Digital Health"), 2021, 2022 and 2023
- Contributing Editor, Chambers Global Practice Guide to AI (including chapter on "Legal Issues in AI"), 2022 and 2023
- Contributing Editor, International Comparative Legal Guide: Digital Health 2020 Laws and Regulations
- Law360, "Emerging Arbitration Issues in Outsourcing Disputes" (co-author)
- American Health Lawyers Association, "Addressing Legal Risks in Health Care IT Contracts"
- BNA Health Reporter, "Data Fabrics, Health Care Data Analytics, and Emerging Legal Issues"
- "Growing Your Company While Protecting Your Idea: Intellectual Property for Emerging Healthcare and Digital Health Companies" December 2021
- Emerging Arbitration Issues In Outsourcing Disputes December 20, 2021
- Closing the CCPA Loopholes — California Approves Proposition 24 November 18, 2020

Prior results do not guarantee a similar outcome.

Education

- Cornell University Law School (J.D.)

- Brown University (A.B., *Phi Beta Kappa*, degree with highest honors)

Bar/Court Admissions

- U.S. Supreme Court
- U.S. Court of Appeals, Federal Circuit
- U.S. District Court, Southern District of New York
- U.S. District Court, Eastern District of New York
- New York State

Recognition

- Past President of the International Technology Law Association
- “Lawyer of the Year” in Information Technology Law in New York, US News & World Report/Best Lawyers (named in 2013, as one of the first lawyers awarded this ranking)
- One of the “Top 10 Pioneering Tech Lawyers Shaping New York’s Legal Landscape” (Business Insider)
- Chambers and Partners “Best Lawyers for Business: Global, U.S., and New York top-tier rankings in Technology and Outsourcing (since 2003)”
- “Thought Leader Global Elite” in Data (one of only five U.S. lawyers), Lexology (formerly Who’s Who Legal)
- Lexology named him as “Leading Name in AI” and an expert “go-to” lawyer in data
- In addition, Lexology ranks him as “Thought Leader” and “Recommended” in Information Data, Technology, Data Security, and Data Privacy & Protection at the Global and U.S. levels (ranked since the inaugural edition)
- Lawdragon “100 Leading AI and Legal Tech Advisers Guide”
- “Strong litigation experience,” Lexology; victory at District Court level in landmark *Alice* patent case and victories at the U.S. Court of Appeals Federal Circuit (the highest patent court); represented European clients in U.S. litigations
- Founder and Chair or Co-Chair of the Practising [sic] Law Institute’s annual conferences on AI & Data Law, Outsourcing and Healthcare Technology Law
- Host of the Practising Law Institute’s “AI & Data Law” Podcast Series
- Member of the Technology Committee of the International Bar Association and Vice-Chair of the Data Subcommittee
- IAM Strategy 300, “The World’s Leading IP Strategists”
- “IP Star,” Managing IP
- “Life Science Star,” LMG Life Sciences
- Legal columnist Dataversity (an organization of data professionals)
- Best Lawyers in America (Information Technology Law, since 2001)
- Peer-elected member of “The World’s Leading Technology Neutrals [Arbitrators]” (also known as “The Tech List”) administered by the Silicon Valley Arbitration and Mediation Center
- Selected for Inclusion in the 2025 edition of Who’s Who in America

Selected Presentations

- Speaker at PLI’s annual Data & AI, Outsourcing, and Health Care Technology Conferences.
- Speaker at PLI’s annual Internet of Things and IP Licensing Conferences
- American Bar Association Forum on Entertainment and Sports and Intellectual Property, speaker on AI for Business Aspects of Entertainment Companies
- The only legal speaker at the Enterprise Data World Conferences

Selected Publications

- The following are in addition to the publications listed in the drop-down menu in the “Publications” section of this website.
- “AI Aperture – Bringing AI Legal Issues into Focus,” his own publication series
- “Updating AI Vendor Agreements: Why AI Requires Evaluating the Processes that Generate Outcomes,” Lexology 2026
- “How Machine Data and AI Agents Change Product Visibility, Purchases, and the Legal Framework in Retail AI,” Lexology 2026
- See Chambers and Partners’ Global Practice Guides in the “Recognition” section above.
- Dataversity Monthly Legal Columnist; examples of articles include: “A New Data Licensing Model “(Decision Rights)””; “Protecting Against AI Risks in NDAs;” “In AI, Data Itself is the Supply Chain” (with co-author Issac Greaney); Current Leading U.S. AI Laws,” “Data Centers in Space (with co-author Robert Rosenberg)
- DeepSeek’s Legal and Cross-Cultural Risks and Benefits”, NYLJ March 7, 2025, co-authored with Dr. Matthias Orthwein
- “Advising Healthcare Technology Companies: Buying Technology to Build Technology,” PLI Chronicle: Insights and Perspectives for the Legal Community (co-author)

Technology Transactions & Outsourcing

Moses Singer’s technology and outsourcing lawyers use their skills in IP, technology, privacy, data and AI to structure, negotiate, draft, implement and enforce agreements across a range of industries. Our goal is to craft agreements that are comprehensively protective, easy to operationalize, and adaptable to the interconnected changes in business and technology that will occur during the contract term. We understand that when companies decide to outsource or contract for technology services they are committing a substantial investment of their time, their people and their resources. We also understand that different stakeholders may have different expectations and that the project may be subject to intense organizational scrutiny. We work closely with clients to achieve success in this business environment. We have deep experience handling this and other aspects of technology and outsourcing. For example, one of our lawyers, William Tanenbaum, has been highly ranked in Outsourcing by Chambers USA for the past 20years, and another, Julian Milstein, has been highly ranked since 2004.

We add value by providing actionable, industry-informed strategic and tactical advice, using our technical backgrounds, identifying the yellow and red flags that arise in negotiations, understanding the vendors’ perspective to resolve heavily contested points, and knowing which issues are necessary to address to get to signing quickly. We look beyond closing by making the agreements easy to manage, enabling ready transition from limited deployment to IT-at-scale, and focusing on the requirements of a multi-vendor environment.

Moses Singer handles information technology, business process and knowledge process outsourcing, AI technology, and data-centric agreements in domestic, offshore and nearshore agreements. In the last 18 months alone, we have handled transactions with 6

of the top 10 outsourcing vendors identified on CIO.com. Many of our clients engage us repeatedly to handle a succession of outsourcing transactions because we understand their business and commercial goals and have achieved success for them in adding new capabilities and reducing costs. These long-standing client relationships have involved us in many multi-generational outsourcing projects in which the vendor and customer have generated improvements collaboratively, enabling us to develop unusually deep capabilities in complex issues in allocating ownership and license rights in the new products and services.

Our AI and data-centric practice is strengthened by our extensive experience and industry-leading practice in industries where data services and AI are critical. Another distinguishing feature of our practice is the strength of IP knowledge. Several of our team members originally practiced at leading intellectual property law firms and understand the nuances of patent, copyright, and trade-secret law necessary to protect clients through both defensive and offensive IP strategies. Our team members have unmatched experience with both data-protection. Two of our team members have extensive experience arbitrating and serving as arbitrators in technology and outsourcing disputes and they use their knowledge of how arbitration works from the inside to craft provisions to prevail in arbitration. If not subject to appropriate contractual provisions, customers in outsourcing and technology agreements face the risk that vendors, by applying AI technology to a customer's databases, will disclose information of the customer's customers and business partners that is subject to confidentiality and non-disclosure requirements.

We provide end-to-end services. We assist in drafting RFPs and evaluating vendor responses. We write the Master Service Agreement and ensure that the Statements of Work under it are legal and not just technical documents so that clients can enforce their rights to obtain services at required levels. We draft agreements to customize a vendor's standard technology to meet specific client needs and secure IP rights. We have a track record of resolving disputes at an early stage, and we renegotiate or enter into successor agreements to capture the benefits of new technology.

We are recognized for our ability to work in all IT ecosystems, including leveraging cloud services while preserving data security and meeting regulatory requirements, and establishing completely outsourced IT operations in place of an internal IT department.

Data does not manage itself. We provide high-level advice on how to use outsourcing and technology services to manage data, obtain third-party data, support machine learning and AI operations, obtain data science services, address regulatory compliance, and use data internally for strategic business purposes and externally for monetization and generating new revenue streams.

Prior results do not guarantee a similar outcome.

PLI Ever Current Podcast on AI & Data Law

Join host William A. Tanenbaum, recognized as a leader in AI and data law, for a series of

conversations with general counsel in tech, law firm partners, and business and technology thought leaders actively working at the exciting crossroads of AI, data, and the legal landscape.

[Click here for more info.](#)