

## Meghan K. Tierney

### Associate

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Meghan (Meg) Tierney is a seasoned attorney with deep experience in technology transactions, data privacy, advertising, and intellectual property law. Her practice focuses on drafting and negotiating a wide range of commercial contracts, including advertising agreements, technology agreements, manufacturing and supply agreements, and intellectual property purchase and licensing deals. Meg is a member of the firm's Technology Transactions, Cybersecurity, and Privacy Practice.

Meg's technology transactions area of focus includes negotiating software licenses, software as a service (SaaS), platform as a service (PaaS), and infrastructure as a service (IaaS) agreements, professional services and outsourcing agreements, joint development contracts, and data sharing and processing arrangements. Meg has a strong background in IP and advertising law, assisting clients with advertising agency agreements, adtech contracts, and general marketing issues. She has a particular interest in drafting and negotiating influencer and NIL (name, image, and likeness) agreements, sponsorships, and production deals. She has also contributed to corporate transactions by conducting intellectual property and data privacy due diligence, drafting purchase agreements, disclosure schedules, and diligence memos, and participating in conferences with buyers, sellers, and insurers.

Prior to joining Foley, Meg held associate roles at other AmLaw 50 law firms, where she supported global trademark portfolio management, handled trademark and copyright litigation, and advised on advertising and marketing claim substantiation. Her work included negotiating e-commerce agreements for international brands and providing contracting support to sales teams in the health care, beauty, and consumer products industries.

## Presentations and Publications

Meg is a published author and speaker, contributing to legal blogs on brand protection and social media law, and presenting on topics such as AI in marketing at industry events.

## Affiliations

- Member, Chicago Bar Association
- Member, Intellectual Property Law Association of Chicago
- Member, American Intellectual Property Law Association

## Community Involvement

- Connections for Abused Women and their Children (CAWC)

## Sectors

- [Fashion, Apparel & Beauty](#)
- [Food & Beverage](#)
- [Innovative Technology](#)
- [Manufacturing](#)
- [Sports & Entertainment](#)

## Practice Areas

- [Intellectual Property](#)
- [Technology Transactions, Cybersecurity, and Privacy](#)

## Education

- Chicago-Kent College of Law (J.D., magna cum laude, 2019)
  - Executive notes and comments editor, *Chicago-Kent Law Review*
  - CALI Awards, Legal Writing II (appellate brief writing) and Legal Writing IV (comparative transactional law)
  - Order of the Coif
- Loyola University Chicago (B.S., 2009)

## Admissions

- Illinois