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Priya Nair is the Senior Intellectual Property (IP) Policy Counsel for ACT | The App Association. Nair is at the forefront of hot topic debates on IP implications of generative artificial intelligence (GAI), blockchains, and other emerging technologies. She also focuses on a range of topics surrounding standard essential patent (SEP) licensing, the Patent Trial and Appeal Board (PTAB), and the Digital Millennium Copyright Act (DMCA). Nair has a passion for supporting an ecosystem that advances innovative and creative works. She represents the interests of small and medium-sized businesses (SMBs) and start-ups on an international and local scale, across major jurisdictions (US, EU, UK), driving emphasis on laws and regulations that support all participants in a market. As technical tools advance, Nair works with her team to urge regulatory agencies, Congress, and courts to diminish barriers to innovation and support mechanisms evidenced to protect intellectual property. Nair earned a J.D. with a Recognition in Intellectual Property Law from the George Washington University Law School and is licensed to practice in NY and D.C.