

THE EXAMINER NEWS

Armonk, NY

December 25-31, 2012

**Know Your Neighbor:
Christopher Librandi, Technology Attorney, Armonk**

By Martin Wilbur

It may seem a bit odd that Christopher Librandi has a SpongeBob SquarePants app on his smartphone. Not that there's anything wrong with a grown adult carrying around a children's game to play.

But Librandi isn't using the app or others like it for his personal enjoyment and he doesn't yet have children. He has the game because he must constantly familiarize himself with an assortment of apps and devices because his clients depend on him for expert counseling.

Librandi practices what is now sometimes referred to as technology law, an attorney whose concentration is on social media and online marketing and commerce. With the dizzying pace of changing technology and government having been unable to adequately address all the issues that crop up, privacy matters are arising with greater frequency that affect both companies and consumers.

"I was attracted to it because it was a constantly changing part of the law, we use the technology and it was an area where I could add value," Librandi said.

Librandi, 30, who moved to Armonk with his wife, Justyne, a few months ago, works as an associate at Levett Rockwood P.C., a roughly 25-attorney law firm based in Westport, Conn. He was originally brought aboard to practice business law, such as mergers and acquisitions and commercial transactions and litigation.

He still does plenty of that work, but an increasing portion of his time is dealing with technology.

Librandi, a Greenwich native, went to Yale where he graduated in 2004 as a political science major. He then went on to Fordham Law and graduated three years later. His first position was with Cummings & Lockwood in Stamford before moving on to Levett Rockwood.

Admitted to the bar in both Connecticut and New York, Librandi and the Levett Rockwood partners realized that issues where technology and the law converge had become a reality that could no longer be ignored.

A major issue is privacy, he said. There is increasing pressure being placed on policy makers to focus on protecting the public from unwanted pitching of products and advertisements, as well as safeguarding personal information that could be pulled from applications on smartphones, Librandi said. Marketers can track the types of websites and apps used by a consumer and tailor their advertising pitches for that user.

Technology has advanced where even geolocation can be used so advertisements can be sent to one's mobile devices as the person is passing by a business, he said.

"States can actually try to legislate this but what tends to happen with the Internet it's so interstate in nature it's really federal law that will address the issue," Librandi said.

In 1998, the federal government signed into law the Children's Online Privacy Protection Act, but there have been no substantive changes to the law in nearly 15 years.

"Think how much technology has changed since 1998," Librandi said. Now, a major update appears to be on the way from the Federal Trade Commission that could have far reaching implications for a wide range of businesses and industries. It is aiming to expand protections and parental consent requirements for a variety of uses, websites and online services, such as social media, for children under 13 years old.

Companies who enlist Librandi's help represent a wide range of businesses and industries, large and small.

Librandi said he is excited to have carved out this niche. Coming out of law school he figured with ever-evolving technology and privacy issues having already generated much interest and discussion, that he would eventually be thrust into this arena, just maybe not to this extent.

"As hard as it is to believe, it didn't shock me, " he said.