

Alison K. Evans

Cleveland
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Overview

Alison's practice focuses on counseling clients in a variety of data-rich and regulated industries in the negotiation and execution of complex, high-value technology transactions matters, including SaaS and cloud-based agreements, software licenses, business process outsourcing matters, and software development and other professional services agreements across a variety of technologies.

She advises clients on data security and privacy matters, including compliance with U.S. and international privacy laws and regulations, such as GDPR, CCPA, FTC Act, Gramm Leach Bliley, and others, responding to data security incidents, and drafting website and mobile application privacy policies and terms of use.

Alison also provides guidance with respect to federal and international trademark prosecution, trademark and copyright infringement and enforcement issues, and non-disclosure and confidentiality agreements. She regularly supports mergers and acquisitions with IP, IT, and data security due diligence matters.

Representative Matters

- Represented MyFitnessPal, a portfolio company of Francisco Partners, in its acquisition of Cal AI, the founder-led AI-powered calorie counting app.

- Served as outside counsel in connection with the completion of an agreement for the sale of Summa Health to HatCo. This represents one of the most significant healthcare system transactions in Ohio in recent years and one of the first in which a major health system has been sold to an affiliate of a private equity fund.
- Ongoing representation of big-tech companies in connection with drafting and negotiating prototype development and professional service agreements that involve complex IP licenses for research and development and commercialization purposes.
- Provided counseling to an India-based agricultural seeds provider regarding the establishment of an eCommerce platform in the United States, and drafted terms of use, terms and conditions of sale, and a privacy policy.
- Drafted information technology services agreement templates for a global materials science company, including templates for the procurement of SaaS products, managed services, professional services (including development of hosted solutions), and colocation services, and a data protection addendum.
- Represented a digital health startup in drafting and negotiating a technology services agreement and related schedules with one of the world's largest global pharmaceutical companies.
- Represented a worldwide leader in adhesive technologies, display graphics and packaging materials on a SaaS-based systems implementation and provided counseling with respect to disputes that arose during implementation and testing phases of the project.
- Negotiated a significant BPaaS implementation transaction with a major, international healthcare software systems vendor involving the license of significant intellectual property assets and rights (specifically, software) and a substantial systems integration component with major national and international vendors.

Credentials

EDUCATION

- Cleveland State University College of Law, 2014, J.D., *summa cum laude*
  - Executive Business Editor, *Cleveland State Law Review*
  - Law Justice Scholar
  - CALI Award, Corporations
- Syracuse University, 2008, B.A., Psychology and Child & Family Studies, *summa cum laude*

BAR & COURT ADMISSIONS

- Ohio
- Certified Information Privacy Professional/United States (CIPP/US)

Memberships

- Member, Ohio State Bar Association
- Member, Cleveland Metropolitan Bar Association

Awards & Recognition

- Listed, *Best Lawyers®* Ones to Watch, Intellectual Property Law; Technology Law; 2021-2026
- Named, Thomson Reuters Stand-Out Lawyer, 2024
- Listed, Ohio Super Lawyers – Rising Star, 2023-2024

Beyond the office

Hobbies:

Musical theater, yoga and fitness, spending time with my husband and daughters.

Favorite Book:

Joy in the Morning by Betty Smith

Favorite Movie:

Casablanca

News & Insights

- Benesch Advises MyFitnessPal on Acquisition of Cal AI, the Viral Calorie App
  March 5, 2026 | Press Releases
- 129 Benesch Attorneys Recognized in 2026 Best Lawyers® Rankings
  August 21, 2025 | Press Releases
- Key Considerations in Developing a Comprehensive AI Governance Policy and Mitigating Risks of AI Use
  January 29, 2025 | Client Alerts & Insights
- The FTC Finalizes Changes to the COPPA Rule: Updated Guidance for Businesses in the New Era of Children's Privacy
  January 24, 2025 | Client Alerts & Insights
- 132 Benesch Attorneys Recognized in 2025 Best Lawyers® Rankings
  August 14, 2024 | Press Releases

- Introducing the expanded Benesch AI Commission
  March 18, 2024 | Announcements
- 13 Benesch Partners Recognized as “Stand-Out Lawyers” by Thomson Reuters
  February 26, 2024 | Press Releases
- 41 Benesch Attorneys Selected to 2024 Ohio Super Lawyers and Rising Stars Lists
  December 31, 2023 | Press Releases
- Brexit's Effect of Intellectual Property Rights
  October 30, 2023 | Client Alerts & Insights
- Negotiators Reach Agreement on Replacement EU-U.S. Safe Harbor
  October 30, 2023 | Client Alerts & Insights

Speaking & Events

PAST EVENTS

- Privacy in Practice: A Virtual Book Chat with Aaron Mendelsohn
  October 28, 2025 | Speaking Engagement
- Benesch's B-Sharp Presents: AI in the Law
  July 30, 2024 | Firm Events
- Protecting Business Assets in a Digital World | Alison K. Evans
  February 13, 2024 | Firm Events
- Data Security Issues Related to Wearables and Trackers | Alison Evans
  September 16, 2020 | Firm Events
- Data Security & Privacy Issues Presented by COVID-19
  March 18, 2020 | Firm Events