



## Jennifer L. Tsyn

### Member

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### Profile

**Jennifer is a business law attorney who acts as a general legal advisor for businesses of all sizes, from sole proprietors to companies with hundreds of employees.**

Her clients come from many different industries, including manufacturing, financial and other services, consulting, higher education, hospitality, agribusiness and alcohol manufacturing. She has a diverse practice and handles corporate and business law matters, real estate matters, liquor licensing and data privacy matters.

Jennifer assists her clients with a wide range of legal issues frequently encountered by businesses, such as contract negotiation (including vendor agreements, supply agreements, independent contractor agreements, employment agreements, distributions agreements and more) as well as real estate matters, such as leases and commercial real property purchases and sales and data privacy concerns.

As the co-chair of Bond's statewide hospitality and tourism industry group, Jennifer works with clients in various segments of the hospitality industry, including hotels, restaurants, bars, clubs, nonprofit entities and alcohol manufacturers. For 20 years, she has helped clients obtain liquor licenses and permits, including clients seeking "retail" liquor licenses (including hotels, restaurants, sports stadiums, performing arts arenas, bars, vessels, clubs and colleges and universities).

Jennifer also works with craft manufacturers including wineries, distilleries, cideries and breweries. She is experienced in working with clients to obtain the Alcohol and Tobacco Tax and Trade Bureau (TTB) and New York State Liquor Authority licenses that they need.

In addition, she is experienced in counseling her farm manufacturer clients on topic such as:

- The requirements with respect to using New York State grown ingredients;
- Services of alcohol in various areas of the farm, including the potential need for permits for special events like weddings or harvest festivals;
- Relationships with distributors; and
- Requirements for shipping alcohol products into other states.

Jennifer also frequently counsel clients regarding disciplinary proceedings before the New York State Liquor Authority, including charges such as "availing," service in unlicensed areas, service to minors and technical violations. She appears before the

### Education

- Albany Law School (J.D., *summa cum laude*, 2003)
- State University of New York at Albany (B.A., *summa cum laude*, 2000)
- IAPP Certified Information Privacy Professional/United States

### Bar/Court Admissions

- New York

### Practices

- Agribusiness
- Business and Transactions
- Cybersecurity and Data Privacy
- Hospitality and Tourism
- Mergers and Acquisitions
- Property
- Startup and Emerging Business
- The Cannabis Industry

full Board of the State Liquor Authority, and routinely work with the licensing division and counsel's office of the New York State Liquor Authority.

Jennifer also shepherds her business clients through important transitions, including:

- Serving as borrower's counsel in a wide variety of financing transactions;
- Helping clients as they acquire another business (including asset purchases, stock purchases and mergers), or sell their business;
- Working with clients as they expand their businesses, such as by opening new locations, or forming subsidiaries or new business divisions;
- Assisting clients as they bring in new investors, or as current investors leave; and
- Helping clients who want to franchise their business, or who are interested in purchasing a franchise.

## Honors & Affiliations

- American Bar Association
- New York State Bar Association
- Albany County Bar Association
- Justinian Honorary Law Society
- Note and Comment Editor, *Albany Law Review*

## Representative Presentations

- Legislative & Regulatory Update: Impacts on the NY Wine & Grape Industry, B.E.V. NY, March 28, 2023
- A Special Episode Celebrating LGBTQ History Month, Legally Bond Podcast, October 24, 2022
- Business "Summer Fun" Series - Breweries - An Interview with Chip Grieco and Jennifer Tsyn, Legally Bond Podcast, July 18, 2022
- NYS Craft Brewers Conference, Crowd Sourcing & Other Outside Investors, February 22, 2021
- NYS Craft Brewers Conference, Crowd Sourcing & Working with Other Outside Investors, April 2, 2020
- Representing the Client in a New York State Liquor License Application, New York State Bar Association, December 15, 2015

## Representative Publications

- "Expanding or Altering Your Brewery Premises During COVID," *NewYorkCraftBeer.com*, November 13, 2020
- "Maintaining Control Over Your Brewery During COVID-19," *NewYorkCraftBeer.com*, November 6, 2020
- "NY Saw Big Changes to Its Liquor License Laws Last Year," *Law360*, January 7, 2020
- "Paycheck Protection Program Loans to Brewers: Risks and False Claims Act Liability," *NewYorkCraftBeer.com*, May 14, 2020

- "Business Report: Before Signing Commercial Lease," See This, *Saratoga Business Journal*, October 3, 2019; *Glens Falls Business Journal*, October 10, 2019
- "Should Your Brewery Tap Into the Kombucha Trend?," *NewYorkCraftBeer.com*, December 19, 2018
- "Business Report: Tips For Negotiating Commercial Leases," *Saratoga Business Journal*, October 5, 2018; *Glens Falls Business Journal*, October 11, 2018
- "Will Local Farm Brewery Laws Impact Your Brewery?," *NewYorkCraftBeer.com*, July 7, 2018
- "Legal Requirements For Beer with Fruit, Spices and Other Specialty Ingredients," *NewYorkCraftBeer.com*, June 27, 2017
- Tsyn, Jennifer L. and Lewis Belcher, Sarah, "Don't Ignore Liquor License Issues in Transactions," *New York Law Journal*, June 27, 2016