

Augmented Reality and IoT: Enjoying the Ride, While Avoiding Legal Snafus

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Partner [Alysa Hutnik](#) authored the *Inside Counsel* article “Augmented Reality and IoT: Enjoying the Ride, While Avoiding Legal Snafus.” The Internet of Things (IoT) took off in 2016 with improved home automation systems and other smart gadgets that promise to make our lives easier. The growing momentum of Augmented Reality (AR) is expected to add to IoT’s success in 2017. The article explores legal privacy and other consumer protection issues to consider when adding an AR device or game to a company’s marketing mix.