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Celebrity Branding

Pryor Cashman represents established and emerging celebrities in all aspects of brand building including:

- Clearing and protecting celebrity names, likenesses, trademarks, copyrights and other intellectual property rights
- Creating legal, tax and business strategies for the exploitation of celebrity-owned intellectual property rights
- Effectively negotiating licensing deals, joint venture arrangements, sponsorship and endorsement agreements tailored to each client's overall brand-building, economic and creative strategies
- Developing, structuring and implementing trademark prosecution strategies tailored to each client's current and potential areas of exploitation
- Helping celebrity clients ensure that deal partners are honoring performance and financial obligations required by negotiated agreements
- Utilizing Pryor Cashman relationships to make introductions to potential brand-building partners in the fashion, beauty, entertainment, media and other industries