

Practice Areas

- Intellectual Property
- Entertainment, Media and Communications
- Litigation
- Corporate

Education

- J.D., Hofstra University School of Law, 1985
- B.A., Hofstra University, Honors, 1982

Bar Admissions

- New York (1986)
- New Jersey (1986)
- U.S. District Courts for the Southern and Eastern Districts of New York (1986) and the District of New Jersey (1986)

Brad D. Rose

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Brad D. Rose joined Pryor Cashman in 1989 as a corporate, securities and intellectual property litigator and has been a partner at the firm since January 1997. For the past decade, Brad has primarily specialized in the protection and enforcement of intellectual property rights in the nature of trademarks and copyrights. Brad is presently the lead partner in Pryor Cashman's Branding, Licensing and Enforcement Group. Brad's client roster includes: individuals and entities in the entertainment industry including recording artists, actors and actresses; fashion designers, apparel and beauty companies; as well as trademark licensors/licensees involved in a multitude of different consumer product and service businesses.

Brad's extensive expertise in formulating, implementing and executing trademark clearance, trademark prosecution, trademark licensing and overall brand protection strategies on a worldwide basis routinely involves worldwide trademark and copyright prosecutions; negotiating and drafting trademark licensing deals; civil and criminal prosecution of trademark infringers and counterfeiters; pursuing cybersquatters both in federal court and in ICAAN arbitration proceedings; prosecuting and defending copyright infringement actions; and negotiating and drafting a variety of sponsorship and endorsement deals for a variety of companies, celebrities and brand owners. Moreover, Brad is routinely recognized in national publications as one of the top five trademark filing attorneys in the United States Patent and Trademark Office.

Brad is a 1985 graduate of Hofstra University School of Law, where he was a member of the Law Review.

Brad is AV Peer Review Rated, Martindale Hubbell's highest peer recognition for ethical standards and legal ability.

Previous Positions

- Lord Day & Lord, Associate (1987-89)
- Kreindler & Relkin, Associate (1985-87)

Publications

- Co-author (with Howard Siegel and Melissa Tomkiel), *FTC Guides Concerning the Use of Endorsements and Testimonials in Advertising*, Pryor Cashman Legal Update, November 2009

- Author, *Taking Ownership of Company Interests*, Royaltie\$, June 18, 2008
- Author, *Protecting IP Rights*, Royaltie\$, May 27, 2008
- Author, *Changes In Legal Personnel*, Royaltie\$, April 22, 2008
- Author, *Assessing Trademark Protection*, Royaltie\$, March 7, 2008

Speaking Engagements

- Panelist, Fordham University School of Law panels on *Entertainment, Intellectual Property and Brand Protection*

Professional Affiliations

- New York State Bar Association

Distinctions

- Named as #3 Trademark Attorney in the U.S. by *Trademark Insider* (2009)
- Named as a “Super Lawyer” in the area of Intellectual Property by *New York Super Lawyers – Metro Edition* magazine (2008 & 2009 editions)
- Named as a “Super Lawyer” in the area of Intellectual Property by *Super Lawyers – Corporate Counsel Edition* magazine (2009 edition)
- Named by *Legal 500 – Intellectual Property, Technology, Media & Telecoms US* as being among the leading Intellectual Property lawyers in the United States (2007-08 editions)
- Named by *Legal 500 – Litigation* as being among the leading Intellectual Property lawyers in the United States (2007 edition)

News

- Pryor Cashman Client Joe’s Jeans To Open Nine Outlet Stores
- Pryor Cashman and Partner Brad D. Rose Named Among Top Trademark Attorneys In The U.S.
- Pryor Cashman Releases Legal Update On FTC Guides Concerning the Use of Endorsements and Testimonials in Advertising
- Fourteen Pryor Cashman Partners Selected As 2009 New York Super Lawyers
- Super Lawyers Names Tom J. Ferber and Brad D. Rose Among Top Intellectual Property Attorneys In Business Services
- Intellectual Property Today Names Pryor Cashman One Of Top U.S. Trademark Firms
- Pryor Cashman Represents Russell Simmons In Major Apparel Deal With Wal-Mart
- Eleven Pryor Cashman Partners Selected As 2008 New York Super Lawyers
- Partner Brad D. Rose's Article On Taking Ownership Of Company Interests Featured In Royaltie\$ Magazine
- Partner Brad D. Rose's Article on Protecting IP Rights Featured In Royaltie\$ Magazine

- Partner Brad D. Rose's Article on Changes In Legal Personnel Featured In Royaltie\$ Magazine
- Pryor Cashman Represents Gabrielle Union In Agreement For Fashion Jewelry Collection Reached With Mouawad Group
- Pryor Cashman Represents Kellwood Co. In Transaction Involving J.C. Penney's Launch Of Kimora Lee Simmons Sportswear Collection
- Partner Brad D. Rose's Article on Assessing Trademark Protection Featured In Royaltie\$ Magazine
- Pryor Cashman Featured In January 7, 2008 Edition Of Forbes Magazine
- Pryor Cashman Partners Donald Zakarin, Tom Ferber And Brad D. Rose Named As Being Among Top Intellectual Property Litigators In The U.S.
- Brad D. Rose, Head of Pryor Cashman's Intellectual Property Group, Is Profiled In June 2007 Issue of IP Law & Business
- Five Pryor Cashman Attorneys (Ferber, Janowitz, B. Rose, Zakarin and Knight) Named Top U.S. Lawyers By Legal 500
- Pryor Cashman Partners Zakarin, Ferber And Rose Named By Corporate Counsel As Being Among Top Intellectual Property Lawyers In The U.S.
- Pryor Cashman Partners Brad D. Rose and Eli B. Nathanson Negotiate Major Fragrance Deal For Usher With Liz Claiborne Cosmetics
- Pryor Cashman Negotiates Global Licencing Agreement for Mariah Carey with Elizabeth Arden