

Practice Areas

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

Education

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

Bar Admissions

- New York (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 fifteen years, in addition to continuing to handle complex commercial and corporate litigations, Brad has specialized in the protection and enforcement of intellectual property rights in the nature of trademarks and copyrights. Brad is presently the Chairman of the Intellectual Property Practice Group and is a member of the Executive Committee.

Brad's client roster includes media companies, recording artists, actors and athletes; 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 including product and service license agreements, celebrity endorsements, collaborations and joint ventures
- Civil and criminal prosecution of trademark infringers and counterfeiters
- Pursuing cybersquatters both in federal court and in ICANN arbitration proceedings
- Prosecuting and defending trademark and copyright infringement actions

Brad is routinely recognized in national publications as one of the top ten trademark attorneys in the United States.

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

- Speaker, *Celebrity Branding/Licensing: Domestic and International Business and Legal Considerations*, American Bar Association Entertainment & Sports Law Forum Annual Meeting, Las Vegas, Nevada (October 2010)
- 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, 2010 and 2011 editions)
- Named as a “Super Lawyer” in the area of Intellectual Property by *Super Lawyers – Corporate Counsel Edition* magazine (2009-10 editions)
- 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 Named To National Law Journal's Intellectual Property Hot List
- Pryor Cashman's Entertainment, Media and Communications Group Recognized by Law 360 Among Top 5 Groups in the U.S. for 2011
- 30 Pryor Cashman Attorneys Selected As NYC Super Lawyers
- Pryor Cashman Represents The Murjani Group In Sale Of Tommy Hilfiger Rights In India
- Pryor Cashman Represents Lady Gaga In Backplane Deal
- Pryor Cashman Obtains Dismissal of Copyright Infringement Case Involving Kanye West's “Stronger”

- Partner Brad D. Rose Speaks At ABA Sports & Entertainment Law Annual Meeting
- Twenty Pryor Cashman Partners Selected As NYC Super Lawyers
- Pryor Cashman Represents Celebrated Jewelry Designer Neil Lane In Launch of Bridal Collection With Kay Jewelers
- Pryor Cashman and Partner Brad D. Rose Named Among Top Trademark Attorneys In The U.S. For 2009
- Super Lawyers Names Brad D. Rose Among Top Intellectual Property Attorneys In Business Services
- Pryor Cashman Wins Motion Establishing Personal Jurisdiction Over Defendant on Basis of Website Activity
- Pryor Cashman Client Joe's Jeans To Open Nine Outlet Stores
- Pryor Cashman and Partner Brad D. Rose Named Among Top Trademark Attorneys in U.S.
- Partners Brad D. Rose and Howard Siegel Author Legal Update on FTC Guides Concerning 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
- Partners Donald Zakarin, Tom Ferber and Brad D. Rose Named Among Top Intellectual Property Litigators In U.S.
- Brad D. Rose, Chair of Pryor Cashman's Intellectual Property Group, Profiled By IP Law & Business
- Five Pryor Cashman Attorneys (Ferber, Janowitz, B. Rose, Zakarin and Knight) Named Top U.S. Lawyers By Legal 500

- Partners Donald Zakarin, Tom Ferber and Brad D. Rose Named by Corporate Counsel as Being Among Top Intellectual Property Lawyers in U.S.
- Partners Brad D. Rose and Eli B. Nathanson Negotiate Major Fragrance Deal for Usher With Liz Claiborne Cosmetics
- Pryor Cashman Negotiates Global Licensing Agreement for Mariah Carey with Elizabeth Arden

Events

- Partner Brad D. Rose to Speak at University of Miami School of Law 15th Annual Entertainment & Sports Law Symposium