

### Practice Areas

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

### Education

- J.D., Benjamin N. Cardozo School of Law, cum laude, 1993
- B.A., State University of New York at Stony Brook, 1987

### Bar Admissions

- New York (1994)
- U.S. Court of Appeals for the Second Circuit (2011)
- U.S. District Courts for the Southern and Eastern Districts of New York (1997)

## Robert J. deBrauwere

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Robert J. deBrauwere is co-chair of the firm's Digital Media Practice Group and is experienced in the areas of digital media, social media compliance, intellectual property, trademarks, unfair competition, advertising, copyrights, entertainment, publishing, pre-publication counseling, video gaming, licensing and promotions (including sweepstakes, contests and giveaways).

He regularly lectures attorneys, insurance underwriters and claims personnel, as well as law school students, in the areas of digital media, trademark law, defamation and publishing law.

Mr. deBrauwere is frequently called upon by the press to comment upon intellectual property, digital media and other matters. To read samples of such press coverage, please [click here](#).

Mr. deBrauwere is a 1993 *cum laude* graduate of Benjamin N. Cardozo School of Law, where he served as Senior Managing Editor of the *Cardozo Arts & Entertainment Law Journal*.

Before attending law school, Mr. deBrauwere was a senior logistics analyst and did computer programming for Unisys Corporation. He also worked in the areas of concert and theater sound and lighting production.

### Previous Positions

- Jacobs deBrauwere LLP, Partner (1998-2009)
- Jacobs & Conklin, Associate (1995-98)
- Gersten, Savage, Kaplowitz & Curtin, Associate (1993-95)

### Publications

- Co-Author (with Jeffrey Johnson and Jill Braibanti), *FTC Proposes Overhaul to Children's Online Privacy Protection Rule*, Pryor Cashman Legal Update (January 2012)

### Speaking Engagements

- Speaker, *Harvard Law School Entertainment Law Symposium: The Democratization of Entertainment*, discussing "Online Music Licensing: Is Open Source viable?" (November 2011)

- Speaker, *5th Annual Social Media Compliance in Financial Industry Conference*, focusing on privacy issues arising from the implementation of technological solutions to ensure compliance with SEC and FINRA regulations (September 2011)
- Speaker, *Financial Services & Social Media – Strategies and Tools for Managing Compliance Risk* (June 2011)
- Speaker, *Building a High Net Worth Network: Social Media Strategies & Compliance for Financial Services Firms* (May 2011)
- Moderator and Speaker, *I Want It Now! Legal Issues Surrounding the Adaptation of On-Demand Models in the Entertainment & Publishing Industries*, Georgetown University Law School 4th Annual GEMA Law Sports and Entertainment Law Symposium (March 2011)
- Lecturer, *Intellectual Property for In-house Counsel: Critical Issues, Fresh Ideas, Best Practices - Discussing Termination of Licenses and Grants of Copyrights Under the U.S. Copyright Act and Legal Issues Surrounding Social Media Advertising*, New York State Bar Association Corporate Counsel Section Annual Meeting (January 2011)
- Panel Moderator, *The Impact of the Internet and Social Media on Law, Public Policy and Society*, Stony Brook University Department of Political Science (November 2010)
- Guest Lecturer, *Digital Media Issues in the Music Industry*, Fordham Law School, Music Law Seminar (April & July 2010)
- Panelist, *Piracy: High Seas to High Tech*, discussing Second Circuit Court of Appeals decision in *Rescuecom Corp. v. Google, Inc.* and implications for Google and other search engines of the court's finding that Google's AdWords and Keyword Suggestion Tool programs may constitute a "use in commerce" of trademarks that is actionable under the federal trademark act (Lanham Act) (September 2009)
- Guest Lecturer, *Defamation, Privacy and Digital Media Law Issues*, SUNY Stony Brook School of Journalism (October 2009)
- Lecturer, *Media Defense Seminar – Defamation, Privacy and Related Issues, Trends and Developments*, Chubb Specialty Insurance seminar for insurance underwriters on understanding and managing risks concerning defamation, privacy and related matters (February 2009)
- Lecturer, Digital Media International LLC seminar on publishing issues facing digital media publishers, including protections afforded by Digital Millennium Copyright Act and Section 230(c) of the Communications Decency Act (March 2008)
- Lecturer, *Managing Risk in the Blogosphere*, Chubb Specialty Insurance seminar on blogging and insurance-related risks (October 2006)
- Lecturer, Chubb Specialty Insurance seminar for insurance claims handlers on efficiently analyzing and dealing with claims brought against policy holders for intellectual property, defamation and privacy matters (March 2004)

- Lecturer, providing semi-annual seminars for publishing clients' Editorial, Advertising, Marketing, Photography and Online departments concerning legal issues and practice guidelines related to their respective areas (1994-present)
- Lecturer, *Career Paths of Experts in Entertainment, Art, Trademark and Copyright Law*, New York Law School (October 2003)
- Lecturer and Organizer, *The Nuts and Bolts of Magazine Publishing*, New York County Lawyers' Association CLE course (September 2003)
- Panel Moderator and Organizer, *Protection of Designs: Building Your Arsenal Using Trade Dress and Design Patent*, Benjamin N. Cardozo School of Law (February 1997)
- Lecturer, *The Status of Domain Names on the Internet, Injunctive Relief for Unfair Competition*, New York State Bar Association Intellectual Property Law Section Annual Meeting (October 1996)
- Panel Moderator and Organizer, *The Value of Intent-to-Use Trademark Applications After Warnervision*, Fordham University School of Law (June 1996)
- Program Chairperson, New York State Bar Association Intellectual Property Law Section, Committee on Trademark Law (1995-97)

#### **Professional Affiliations**

- Magazine Publishers of America Legal Affairs Committee
- Media Law Resource Center – Internet Law Committee
- International Trademark Association (INTA)
- New York State Bar Association (Sections on Entertainment, Art and Sports Law and Intellectual Property Law)
- State University of New York at Stony Brook – Alumni Association Board of Directors and Dean's Council, College of Arts and Sciences
- Diabetes Training Camp, Inc. – Board of Advisors

#### **Other Activities**

- Endurance Athlete – marathons, road races and cycling
- Work with foundations to generate scholarship funding and support for clinical research regarding diabetes and exercise
- Work with Type-1 diabetics to maximize health and blood sugar control through fitness and exercise
- Drummer
- Video Gamer

#### **News**

- Partner Robert deBrauwere Speaks to Law360 About Facebook's Going Public
- Pryor Cashman Named To National Law Journal's Intellectual Property Hot List

- Pryor Cashman Attorneys Author Legal Update About Proposed Amendments to FTC COPPA Rule
- Partner Robert deBrauwere Quoted In Press Release Announcing "CMP.LY4Finance," A Disclosure Solution Enabling Unprecedented Social Media Engagement for the Financial Services Industry
- Pryor Cashman Represents Lady Gaga In Backplane Deal
- Partner Robert deBrauwere Speaks to New York Post About AOL/Huffington Post Deal
- Pryor Cashman Succeeds in Enforcing Stipulation of Settlement and Obtains Award of Attorney's Fees; Judge Sanctions Opposing Counsel For "Absurd' Argument" About Jurisdiction
- Partner Robert deBrauwere Speaks to Information Week About Viacom Appeal of YouTube Copyright Ruling
- Partner Robert deBrauwere Quoted in Law360 Article About Virtual-World Intellectual Property Disputes
- Partner Robert deBrauwere Speaks to Rock & Roll Publication About Protecting Ideas
- Partner Robert deBrauwere Discusses Rescuecom Corp. v. Google, Inc. Decision at Panel on Piracy
- Robert J. deBrauwere Joins Pryor Cashman as Partner in Intellectual Property and Digital Media Practice Groups

### Events

- Partner Robert deBrauwere To Speak About Social Media Communications for Financial Services Firms
- Partner Robert deBrauwere To Speak About Social Media Compliance In The Financial Industry
- Partner Robert deBrauwere To Speak About Social Media Strategies, Tactics and Compliance for Financial Services Firms
- Partner Robert deBrauwere To Speak At Harvard Law School
- Partner Robert deBrauwere To Speak At NYSBA Corporate Counsel Section Annual Meeting
- Partners Frank Scibilia and Robert deBrauwere To Participate In Panel Discussion on Impact of Internet and Social Media on Law, Public Policy and Society