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Legal 500 US 2008 Again Names Pryor Cashman as One of Top Intellectual Property Firms in U.S.

The *Legal 500 US 2008* has again named Pryor Cashman as one of the top Intellectual Property firms in the United States. According to the publication, which obtains its information by speaking with corporate counsel throughout the country, Pryor Cashman's "IP practice [is] dominated by prowess in the entertainment industry" and states, quoting "a raft of satisfied clients," that "Pryor Cashman always meets or exceeds expectations."

In connection with its work in the motion picture, television, music and fashion industries, Pryor Cashman scored "fairly well on both high-profile clients and matters." *The Legal 500 US 2008* further noted that while the "firm is best known for its litigation strength," Pryor Cashman "provides a full range of copyright services, including reviewing claims, advising on possible litigation and how to avoid it."

As stated in *The Legal 500 US 2008*, Pryor Cashman "often represents the biggest names" in the film industry, including Dreamworks and Warner Brothers, and "is described by clients as doing 'an amazing job.'" Highlights mentioned in the publication include:

- Working with New Line on issues in regards to the project
- Defending Lionsgate Films over a copyright infringement suit in regards to the films *State Property 1* and *State Property 2*
- Representing NBC on all manner of issues regarding the major motion picture *Brokeback Mountain*

The *Legal 500 US 2008* also noted Pryor Cashman's "strength in the television industry" and that its clients "commend the firm for being 'fast, helpful and very smart.'" Among the cases noted were Pryor Cashman's work for NBC-Universal in connection with *The Contender* and for Fox Broadcasting on *So You Think You Can Dance*. The publication added that Pryor Cashman "also litigates matters for reality TV-maker Mark Burnett Productions and represents Dick Clark Productions."

With respect to the music industry, *The Legal 500 US 2008* stated that Pryor Cashman "further shows its entertainment knowledge in an overabundance of prestigious music names in its client base" and "is best known for defending big stars against claims of copyright infringement." Among the clients mentioned were Kanye West, Pharrell Williams, Britney Spears, Def Jam Records, EMI Music Publishing, Pink, Rihanna, Nelly and The Neptunes.

Pryor Cashman was also cited for its work in the "burgeoning celebrity fashion market" for "big-name clients." As noted in *The Legal 500 US 2008*, the "firm represents Tyra Banks, Run Athletics, Akademiks Branded Apparel and Phat Farm, among others, in regards to enforcement and protection of their celebrity brands."

The firm's success in "dealing with premium food and beverage companies" was also mentioned, *The Legal 500 US 2008* noting that Pryor Cashman recently

- Represented the makers of SoBe beverages and defeated claims of copyright infringement brought by the maker of Arizona Iced Tea
- Defeated a preliminary injunction motion on behalf of Seth Greenberg's Just Desserts

Two Pryor Cashman attorneys who were singled out by *The Legal 500 US 2008* were

- Tom Ferber, who "is highly respected by clients, one suggesting that 'he just can't go wrong.' With a vast depth of knowledge in copyright and entertainment litigation, he is highly sought after, another client saying 'Tom is the reason that I chose this firm.'"
- Stephen Huff, who has "experience in various areas, such as criminal litigation," is respected by clients and peers alike; 'I went against him once and was so impressed by caliber of his legal services'."