

Attorneys

Partner

- Eli B. Nathanson
- Brad D. Rose

Pryor Cashman Negotiates Global Licencing Agreement for Mariah Carey with Elizabeth Arden

Pryor Cashman partners Brad D. Rose and Eli B. Nathanson negotiated and drafted a global licencing agreement for musician Mariah Carey to develop her own line of fragrance products with beauty products company Elizabeth Arden.

The agreement includes the development, marketing and distribution of fragrances with Mariah Carey's exclusive endorsement. The musician will be involved in all aspects of product development, packaging and marketing, and the fragrance debut is expected in the spring of 2007.