

### 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

Partner  
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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.

For a representative sample of those clients for whom Brad regularly undertakes brand licensing, brand protection and/or trademark prosecution matters, please click [here](#).

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.

### Publications

- Author, *Taking Ownership of Company Interests*, Royalty\$, June 18, 2008
- Author, *Protecting IP Rights*, Royalty\$, May 27, 2008
- Author, *Changes In Legal Personnel*, Royalty\$, 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*

### **Previous Positions**

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

### **Professional Affiliations**

- New York State Bar Association

### **News**

- 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