

Practice Contacts

- Brad D. Rose

Attorneys**Partner**

- James A. Janowitz
- Jeffrey C. Johnson
- Teresa Lee
- Eli B. Nathanson
- Karen M. Robson
- Stephen B. Rodner
- Brad D. Rose
- Selig D. Sacks
- Kenneth A. Schulman
- Howard Siegel
- Jennifer D. Silverman
- Gary I. Sommerstein

Of Counsel

- Anne S. Atkinson
- Ralph G. De Palma
- Nicole E. Kaplan
- W. Wilder Knight II

Associate

- Muzamil A. Huq
- Vanessa G. Lan
- Eric S. Lerner
- Philippe Zylberg

Celebrity Branding

Pryor Cashman represents established and emerging celebrities in all aspects of brand building including:

- Clearing and protecting celebrity names, likenesses, trademarks, copyrights and other intellectual property rights
- Creating legal, tax and business strategies for the exploitation of celebrity-owned intellectual property rights
- Effectively negotiating licensing deals, joint venture arrangements, sponsorship and endorsement agreements tailored to each client's overall brand-building, economic and creative strategies
- Developing, structuring and implementing trademark prosecution strategies tailored to each client's current and potential areas of exploitation
- Helping celebrity clients ensure that deal partners are honoring performance and financial obligations required by negotiated agreements
- Utilizing Pryor Cashman relationships to make introductions to potential brand-building partners in the fashion, beauty, entertainment, media and other industries