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Intellectual Property

For many of Pryor Cashman's clients, their greatest asset is their intellectual property, and the attorneys in our Intellectual Property Group are devoted to maximizing the value and security of each client's IP portfolio. Regardless of whether we are assisting in establishing, acquiring, valuing, maintaining, managing or protecting their intellectual property, we are highly familiar and highly skilled in handling every type of intellectual property matter, including transactional, litigation, prosecution, registration, and counseling services.

The IP Group includes attorneys from many of the firm's different practice areas, including the Litigation, Entertainment and Corporate groups, all experienced in every type of intellectual property matter, including those relating to copyrights and trademarks; entertainment and intellectual property litigation; false advertising; branding and licensing; privacy and publicity rights; life sciences; patents; music; and trade secrets.

Pryor Cashman's IP Group also works closely with the firm's Corporate Group and Banking and Finance Group in connection with mergers and acquisitions, due diligence, licenses and agreements, joint ventures, asset-based financing, valuations and e-commerce issues. We assist and counsel our clients in evaluating the strengths and weaknesses of intellectual property assets being sold or acquired as well as identifying and assessing potential liabilities.

We represent a wide variety of companies and individuals, including:

- Banking and financial institutions
- Beauty companies
- Biotechnology firms
- Celebrities
- Consumer product and service industry companies
- Designers
- Entertainment companies
- Fashion industry companies and individuals
- Insurance companies
- Media companies
- Media executives
- Publishing companies
- Recording artists
- Record labels
- Sports teams
- Studios
- Trade associations

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Areas of Focus

- Celebrity Branding
- Copyright
- Entertainment Litigation
- False Advertising
- Intellectual Property, Copyright and Trademark Litigation
- Internet and E-Commerce Law
- Licensing
- Life Sciences
- Music
- Music Litigation
- Patent Litigation
- Patent Prosecution
- Publishing
- Technology
- Theater
- Trademark
- Trade Secret Litigation