

## Randy M. Friedberg

Counsel

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Randy Friedberg has 25 years of experience in counseling clients, with particular focus on the protection, licensing and enforcement of intellectual property rights. His practice encompasses trademark and copyright law, unfair competition, trade secrets, advertising law, internet law and entertainment law, as well as general corporate and litigation matters.

Randy represents clients in a variety of industries, including consumer goods and services, computer software and hardware, pharmaceutical and biomedical products, media and entertainment. He also represents the energy and financial services sectors for corporate work and litigation before an array of state and federal courts, in the United States Patent and Trademark Office and before the Trademark Trial and Appeal Board.

Randy's experience has led to him to become a source for the news media. He has been quoted in a variety of different publications in the area of IP law. He is also asked to speak and present at business-related events. Randy has also served as a Judge for the Cardozo Entertainment Moot Court Competition.

Randy is the author of "Navigating Intellectual Property Disputes," an authoritative, insider's perspective on assisting clients with managing IP assets and litigating disputes. He is also on the editorial subcommittee of *The Trademark Reporter*, a publication of the International Trademark Association.

### Representative Matters

- Represented a famous clothing designer in trademark work, a series of licenses and a "bet the company" arbitration
- General counsel to one of the largest pet toy companies in the country; engaged in trademark, copyright, and patent registration, licensing and litigation, as well as Proposition 65 litigation and general corporate matters
- Represented a large private label manufacturer and distributor of cosmetics for trademark, copyright, interest and general commercial matters
- Represented numerous licensors and licensees in negotiating and drafting significant license agreements in a wide range of industries, including clothing, music, software and cosmetics

### Recognition & Involvement

Randy has been selected for inclusion in "Super Lawyers" in the New York Metro Region in a survey of his peers by *Law & Politics* magazine for the years 2007 through 2011.

### Practice Areas

General Commercial Litigation

Intellectual Property

### Bar And Court Admissions

New York

U.S. Court of Appeals for the Second Circuit

U.S. District Court for the Eastern District of New York

U.S. District Court for the Northern District of New York

U.S. District Court for the Southern District of New York

### Education

Duke University School of Law, JD, 1985

SUNY Binghamton, BA, 1982

### Memberships

International Trademark Association

### **In The News**

Randy Friedberg Comments on Copyright Infringement Violations on Tech News World  
February 6, 2012

Coverage College 2011® Brings Over 500 Students Together for Fifth Annual Insurance Industry Event  
October 6, 2011

Randy Friedberg Selected as a 2011 New York Super Lawyer  
September 29, 2011

Randy Friedberg Quoted in E-Commerce Times on Android Patent Battle  
August 4, 2011

Randy Friedberg presented "Negotiating and Drafting License Agreements" for Lawline.Com  
June 13, 2011

Randy Friedberg Comments on Recent Recording Industry Settlement  
May 2011

Randy Friedberg Quoted in E-Commerce Times Regarding Legal Issues With Google's Street View Service  
June 4, 2010

Congratulations to Andrew Hamelsky and Randy Friedberg for being named 2010 New York Super Lawyers  
2010

Randy Friedberg, Contributing Author of "Navigating Intellectual Property Disputes"  
October 2009

### **Events**

Credit Card Database Invasion and Cyber-Insurance: Emerging Coverage and Liability Issues  
October 6, 2011

Managing Your Internet Presence for Intellectual Property Attorneys

Negotiating and Drafting License Agreements  
June 2011

What IP Lawyers Need to Know About the Bratz Verdict  
June 2011

### **Publications**

Navigating Intellectual Property Disputes  
2010

Building the Electronic Safe: Is Your Business Compliant?  
Spring 2010

Focus on Intellectual Property: Fall 2009  
Fall 2009