Katten

Katten Muchin Rosenman LLP

# David B. Sherman

**Special Counsel**

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## Practices

FOCUS: Intellectual Property

Advertising, Marketing and Promotions

Trademark Licensing and Strategy

Privacy, Data and Cybersecurity

Copyrights and Copyright Litigation

Intellectual Property Litigation

Trademarks and Trademark Litigation

Entrepreneurial Ventures

## Industries

Entertainment and Media Litigation

Technology

Entertainment and Media Transactions

Fashion

## Recognition

Katten Muchin Rosenman LLP Pro Bono Service Award, 2010

David B. Sherman concentrates his practice in intellectual property with an emphasis on trademark, copyright and technology matters. David's practice focuses on the clearance, protection, use and licensing of trademarks, logos and branding, advertising, marketing and promotions, celebrity endorsement and talent agreements, creative content and intellectual property-related diligence and corporate transactions. He also provides counseling to a wide array of businesses, ranging from start-ups to large privately held and public companies, on technology-related issues, including domain name disputes, user-generated content, social media and online infringement. David serves as a member of Katten's firmwide Associates Committee and its New York Associates Committee.

David regularly represents clients in the fashion, apparel, music, entertainment, media, publishing, food and beverage, financial services, banking and consumer products industries.

In 2014, David was selected by the *New York Law Journal* as a recipient of its “Lawyers Who Lead by Example” award, based on his outstanding record of pro bono service. David has performed significant pro bono work with Volunteers of Legal Service (VOLS), including serving as a member of VOLS's Microenterprise Project Advisory Council, and overseeing Katten's participation in the Microenterprise Project, which was recognized by New York City Mayor Michael R. Bloomberg and the City of New York as part of its Neighborhood Achievement Awards and for which the firm won a VOLS Pro Bono Award. As part of the project, David has provided one-on-one legal consultation and developed and delivered educational courses on intellectual property to low-income entrepreneurs and small businesses throughout New York City.

During law school, David served as an extern to the Honorable Joel A. Pisano, US District Court for the District of New Jersey.

## Memberships

- New York Intellectual Property Law Association, Trademark Law and Practice Committee
- New York State Bar Association, Intellectual Property Section
- Volunteers of Legal Service, Microenterprise Project Advisory Council

*New York Law Journal*, Lawyer Who Leads by Example, 2014

New York State Bar Association, Empire State Counsel, 2013

*Super Lawyers Rising Stars*, 2015–2016

Empire State Counsel®, Pro bono Honoree, 2016

## Education

JD, Seton Hall University School of Law

BA, Colgate University

## Bar Admissions

New York

## Court Admissions

US District Court, District of New Jersey

## Advisories

- Protect Your Trademark Online: Global Trademark Clearinghouse to Begin Accepting Submissions (March 11, 2013)
- New Generic Top-Level Domain Names: What Brand Owners Need to Know (June 15, 2012)
- 2009 Year-End Intellectual Property Issues Advisory (December 2009)

## Articles

- Co-author, The New Wave of Sales-Price Advertising Claims: What's Behind It and How to Minimize Risks, *Brand Activation Association* (November 9, 2016)
- Clearing Out My Trademark Registry, *IPPro The Internet* (July 5, 2016)
- New Generic Top-Level Domain Names: What Brand Owners Need to Know (June 15, 2012)
- "Trademarks for Creative Professionals and Designers," PatternPulp.com (September 1, 2011)
- "Residual Goodwill and Abandonment," *Managing Intellectual Property* (September 1, 2011)
- "Creating a Trademark Protection Program," Practising Law Institute's *Understanding Trademark Law 2007* (June 1, 2007)
- "Mediation of Trademark Disputes Has Advantages," *National Law Journal* (April 23, 2007)
- "Cost and Resource Allocation Under the Orphan Works Act of 2006: Would the Act Reduce Transaction Costs, Allocate Orphan Works Efficiently, and Serve the Goals of Copyright Law?" 12 *Virginia Journal of Law and Technology* 4 (January 1, 2007)

## Books

- Contributing Author (on Fashion Licensing), *The Licensing Law Update*, Wolters Kluwer (2014–2016 Editions)

## Newsletters

- *The Katten Kattwalk* | Issue 09 (Spring 2016)

## Speaking Engagements & Presentations

- Presenter | Legal Essentials for Doing Business Online | Long Island City, New York (September 29, 2016)
- Presenter | Legal Essentials for Doing Business Online | Brooklyn, New York (July 20, 2016)
- Speaker | Intellectual Property Primer for Start-ups and Small Businesses | New York, New York (October 17, 2012)

- Panelist | *Pro Bono* Legal Services for Micro-Entrepreneurs | Brooklyn, New York (July 11, 2012)
- Legal Issues for Startups: Intellectual Property and Mistakes That Impact Funding | Collaborative Innovation Community | New York, New York (June 30, 2012)
- Speaker | What Entrepreneurs Need to Know About Intellectual Property | Bronx, New York (October 20, 2011)
- Start Me Up!: Entrepreneurs and Intellectual Property | Brooklyn Law School | Brooklyn, New York (September 21, 2011)
- Speaker | Intellectual Property Basics | New York, New York (September 7, 2011)
- Speaker | What Entrepreneurs Need To Know About Intellectual Property | Brooklyn, New York (July 27, 2011)
- Speaker | What Entrepreneurs Need To Know About Intellectual Property | New York, New York (April 20, 2011)
- Speaker | Intellectual Property Basics | Protecting Your Intellectual Property | New York, New York (November 17, 2010)
- Speaker | Delivering Legal Aid in the United States | New York, New York (September 29, 2010)
- Panelist | Careers in Law | New York, New York (August 2, 2010)
- Speaker | Intellectual Property Basics | Protecting Your Intellectual Property | New York, New York (July 14, 2010)
- Intellectual Property as a Means of Building Value in a Business | The Levin Institute Fast Trac "Growth Venture" Series | New York, New York (July 21, 2009)