



Brad D. Rose

Partner

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Partner Brad D. Rose is Co-Chair of the firm's Intellectual Property Group. He is a prominent and widely known litigator and transactional attorney in the music, entertainment, digital media, fashion and consumer products industries.

A premier litigator and transactional attorney, Brad D. Rose is the "go-to" for A-list celebrities along with their key advisors, media companies, iconic artists and luxury brands looking to build, secure, protect, and monetize brand value on a global scale. Whether navigating high-stakes litigation or international brand expansion, he provides the strategic counsel through a variety of forward-thinking initiatives and, when necessary, litigation to protect rights in an evolving digital landscape. He is consistently recognized by ranking organizations such as *The Hollywood Reporter*, *Billboard*, *Super Lawyers "Top 100"*, *The Legal 500 US*, *World Trademark Review*, *Lawdragon* and *The American Lawyer* as one of the leading attorneys in the U.S. for both contentious and non-contentious intellectual property matters. Recognized by *Chambers USA*, one client enthuses, "Brad is an exceptional attorney and our experience working with him is incredibly positive," with another calling him, "a terrific client counselor." He balances proactive brand-building with powerhouse litigation.

Brad excels in such areas as:

- Strategic planning and counseling across all legal, business and financial platforms and businesses
- Crisis management and public relations integration for high net worth individuals, brands and celebrities
- Litigation - namely, prosecution and defense of intellectual property rights as well as all forms of corporate, commercial and employment litigation
- Asset monetization transactions including licensing, corporate structuring, secured lending and financing
- Corporate merger and acquisition work inclusive of liquidity event transactions and legal due diligence in support of liquidity transactions or acquisitions

Services

- Cannabis
- Celebrity Branding + Talent Representation
- Copyright
- M+E Litigation
- Intellectual Property
- Litigation
- Media + Entertainment
- M+E Transactions and Financing
- Music

- Privacy, Publicity + Defamation
- Trademark
- Sports
- Non-Fungible Tokens (NFTs)

Education

- Hofstra University School of Law (J.D., 1985)
- Hofstra University (B.A., *honors*, 1982)

Recognition

- Named a New York City Elite Lawyer in Intellectual Property by *The Legal 500* (2026)
- Named one of *Lawdragon* 500 Leading Global IP Lawyers for IP, Litigation – Entertainment, Transactions (2025)
- Named one of *Lawdragon* 500 Leading Global Entertainment, Sports & Media Lawyers for Transactions, Litigation - Music, Entertainment, Fashion (2025)
- Named a “Top Music Lawyer” by *Billboard* (2024-25)
- Recognized by *Chambers USA* as a top attorney in Media + Entertainment: Litigation (2015-25) and Intellectual Property: Trademark, Copyright, and Trade Secrets (2016-25)
- Recognized as a leading attorney in Entertainment Law: Music (2020-26), Litigation: Intellectual Property (2023-26), and Trademark Law (2023-26) by *Best Lawyers in America*
- Named a leading trademark attorney by *World Trademark Review - WTR 1000* (2014-23, 2025)
- Named a Trademark Star by *Managing IP* (2022-25)
- Named as one of NY’s Top 20 Entertainment Attorneys by *The Hollywood Reporter* (2021)
- Member of *Law360*’s 2021 Intellectual Property Editorial Advisory Board
- Named an Intellectual Property Trailblazer by *National Law Journal* (2020)
- Recognized as a leading attorney in Intellectual Property: Copyright (2007-08, 2012-13, 2015-21), Intellectual Property: Trademark: Non-Contentious (2020-21) and Media + Entertainment Litigation (2018-21) by *The Legal 500*
- Named to the *Super Lawyers - New York Metro* list in Intellectual Property (2008-25)
- Named a “Top 100” lawyer in the *Super Lawyers - New York Metro* list (2013-14, 17, 19)
- Named the “#3 Trademark Attorney in the U.S.” by *Trademark Insider* (2009)

Admissions

- New York, 1986

Professional Affiliations

- New York State Bar Association

Academic Achievements

- Brad is a 1985 graduate of Hofstra University School of Law, where he was a member of the *Law Review*.

Publications

December 4, 2025

Rose Comments on Manufacturer Payment Disputes in Saks Global Case

August 13, 2025

Rose Comments on Lamar Jackson’s Trademark Withdrawal in Aikman Dispute
ESPN

August 1, 2025

Rose Comments on Mattel's Trademark Lawsuit Against Political Podcast

New York Post

July 11, 2023

FTC Updates Endorsement Guides for First Time in 14 Years: Key Takeaways

June 29, 2023

SCOTUS Issues Key Decision on Territorial Reach of Lanham Act

June 8, 2023

Jack Daniels' SCOTUS Win for Brands: Product Names Are Not Shielded From Infringement Claims

March 23, 2023

SCOTUS to Address Product Parody Standards in Jack Daniel's Properties, Inc. v. VIP Products LLC

February 8, 2023

MetaBirkins NFT Trademark Verdict: What Next?

January 10, 2023

The INFORM Act – A New Tool to Combat Online Counterfeits

September 25, 2022

Brad D. Rose Comments on Sale of Colonel Sanders' Historic Restaurant and Mansion

New York Post

April 19, 2022

Brad D. Rose Featured on NYCLA Amicus Curiae Podcast Episode: Multi-billion Dollar Deals & Celebrity Clients

November 29, 2021

Implementing the Trademark Modernization Act: New USPTO Regulations

April 29, 2020

USPTO Further Extends Certain Response Deadlines (Update)

April 6, 2020

Coronavirus Relief Bill (CARES Act) Passes Into Law

April 1, 2020

U.S. Patent and Trademark Office Extends Certain Response Deadlines

November 14, 2009

FTC Guides Concerning the Use of Endorsements and Testimonials in Advertising

Client Representations

- Alexander Wang
- Atlantic Records
- Bambu Sales, Inc.
- Berkshire Fashions, Inc.
- Billionaire Boys Club
- Born This Way Foundation
- Brooke Wall
- Bruno Mars
- Bumpsuit LLC
- Busta Rhymes

- Candice Swanepoel
- Cash Money Records
- Chris Brown
- Colson Baker, p/k/a Machine Gun Kelly
- Clyde Duneier Inc.
- Corey Damen Jenkins & Associates
- Dana Hasson
- David Waltzer
- Daylight Wine Company LLC
- Dez Bryant
- Dwayne Carter
- Def Jam Recordings
- Def Jam University
- DJ Khaled
- Dylan George LLC
- Eastman Outdoor
- Ed Mylett
- Eight Elite Light Lager
- Eight to Eighty Eyewear
- Erin Andrews
- Evanescence
- Fred Durst
- Gabrielle Union
- God Shammgod
- Great Heights dba Clean Origin
- Guru Denim, p/k/a True Religion
- The Haddad Apparel Group Ltd.
- Hardwell
- Harley Pasternak
- Hindenberg Research LLC
- Hip-Hop Summit Action Network
- Human Worldwide
- Icon Global Coffee Company
- Ingrid Michaelson
- International Culinary Center
- Janelle Monae
- Japhet Landis pka Roofeeo
- The Jonas Brothers
- Justin Timberlake
- Kim Kardashian-West
- Lady Gaga
- Lauren Perez
- Legend Group, Inc.
- Legendary Holdings, LLC
- Lil Wayne
- Limp Bizkit
- Lionel Richie

- Maesa
- Marcy Media Films, LLC
- Mass Appeal
- Meek Mill
- Megan Pete pka Megan Thee Stallion
- Merchdirect

- Michael Strahan (The Collection and MSX)
- Mitchel Hyman pka Mickey Lee
- The Mottola Company
- Neil Lane Jewelry
- Nicki Minaj
- Nicole Trunfio
- NYDJ
- OnHer, The Brand, LLC
- Parker Waichman LLP
- Pink
- Priscilla Hairston pka Muni Long
- Questlove
- R&C Fashion dba Silverwear, f/k/a Jet Sources, Ltd.
- River Island
- Roc Nation
- Rush Communications
- Rush Philanthropic Arts Foundation
- Russell Simmons
- Scratch DJ Academy
- Shakira
- Shawn Carter, p/k/a Jay-Z
- Shawn Carter Enterprises
- SMAC Entertainment
- Sprayground
- Squeak E. Clean Studios
- Steve Aoki/Dim Mak Records
- Sunday in Brooklyn
- Supreme
- Sydney Holland
- Thalia Sodi Miranda (Macy's brand)
- Tibi, LLC
- Todd Gurley
- Toys R Us
- Terry Richardson
- Universal Music Group
- Usher
- VerityJade Limited
- WHP Investments, LLC
- WeWearCute
- Willie Cauley Stein
- Within Unlimited/Chris Milk
- Wiz Khalifa
- Xzibit, Inc.
- Yeezy
- Young Money Entertainment
- Youngor Group Company Limited (Smart Shirts)