

Eli B. Nathanson

Partner



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Partner Eli Nathanson, a member of Pryor Cashman’s Media + Entertainment, Corporate, and Intellectual Property Groups, works on a variety of celebrity branding, licensing, and endorsement deals.

He represents individuals and companies around the world seeking to either exploit their intellectual property rights or obtain third-party rights in connection with a broad spectrum of consumer products and services. Among his many clients are:

- High-profile recording artists, models, athletes, and other celebrities
- Manufacturers, retailers, brand owners, and designers
- Media companies and executives
- Management consultants and agents
- Advertising agencies and public relations firms

Eli advises on trademark licensing from the perspective of both brand owners and licensees. He also works on intellectual property-driven joint ventures, strategic alliances and collaborative arrangements, celebrity endorsements, design and other consultancies, and related transactions. Additionally, Eli handles general corporate work, including private equity, corporate governance, and other corporate and contractual matters.

Helping Clients Realize the Value of their Brands

Those working in today’s music, sports, entertainment, and fashion industries have seen the value of celebrity endorsements skyrocket in recent years. For celebrities, the monetary opportunities associated with securing such deals are likely to represent the major portion of their earnings. Companies, too, have a vested interest in securing well-known names and faces to draw the attention of consumers and boost sales revenue. With Eli’s extensive experience on both sides of such deals, clients are confident in his ability to help them realize and protect the true value of their brands.

Drawing on his deep experience in brand development and protection, Eli identifies complex issues and opportunities in both the domestic and international markets. His clients appreciate his ability to develop appropriate strategies that enable them to capture and monetize the potential of their brand assets. Known for his negotiation skills and ability to close and secure highly favorable deals for his clients, Eli’s transactions are also recognized for their meticulous attention to detail, which leaves little opportunity for challenge or misinterpretation.

Services

- Celebrity Branding + Talent Representation

- Copyright
- Trademark
- Emerging Companies + Venture Capital
- Media + Entertainment
- Non-Fungible Tokens (NFTs)
- Sports
- Music

Education

- Brooklyn Law School (J.D., 1996)
- State University of New York at Stony Brook (B.A., *cum laude*, 1993)

Admissions

- New York, 1997