

Joshua M. Greenberg

Counsel



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Joshua Greenberg is a member of Pryor Cashman's Media + Entertainment Group and the Digital Media, M+E Transactions + Financing, Film, TV + Podcast, and Trademark Practices.

Josh's practice focuses on intellectual property, business, and commercial transactional law in the digital media, entertainment, and technology industries. He serves as outside business and legal affairs counsel for traditional and new media content producers, technology service companies, mobile app and video game developers, social media and interactive online media companies, creative agencies, design studios, content creators and digital influencers, and media agencies serving brands and marketers in the media and entertainment, consumer product, retail, travel, financial services, and technology spaces.

Josh also has significant experience advising private equity financiers, institutional lenders, production companies, rights owners, entrepreneurs, and nonprofits on diversified corporate, intellectual property, and entertainment-related financing transactions for motion pictures and television, digital platforms, theatrical productions, experiential and immersive productions, and technology, social media, podcasting, and gaming companies, including on corporate and business planning, equity investment, debt financing (including production loans, bridge loans, gap financing, and tax credit and production incentive financing), secured transactions, and rewards-based and securitized crowdfunding.

In his trademark practice, Josh works strategically with businesses to identify and develop portfolios of strong trademarks and to protect their brand integrity and intellectual property by performing usage and rights clearances, prosecuting applications for registration with the U.S. Patent and Trademark Office, and enforcing their rights against infringers.

Previously, Josh was a senior associate at other major New York entertainment, intellectual property, and technology law firms. During law school, he interned with a prominent entertainment and intellectual property law firm, Tough Mudder, and the Brooklyn Nets and Barclays Center (now part of BSE Global), and served as a student clinician with the Brooklyn Law Incubator and Policy (BLIP) Clinic, which offers pro bono legal services to entrepreneurs and pre-revenue startups.

Services

- Media + Entertainment
- M+E Transactions and Financing
- Content Creators and Digital Influencers
- Film, TV + Podcast
- Interactive + Gaming
- Trademark

- Data Privacy + Cybersecurity

Education

- Brooklyn Law School (J.D.)
 - Associate Managing Editor, *Journal of Law and Policy*
- Lehigh University (B.A., *magna cum laude*)

Recognition

- Recognized by *Best Lawyers in America* “Ones to Watch” in Entertainment and Sports Law and Intellectual Property Law (2024-26) and Corporate Law (2026)
- Named to the *Super Lawyers – New York Metro* “Rising Star” list in Entertainment and Sports (2019, 2022-25)

Admissions

- New York

Professional Affiliations

- Co-Chair of Membership and Communications Committee, Lehigh Lawyers Association
- Member, Entertainment Law Committee, New York City Bar Association
- Former Member, Emerging Companies and Venture Capital Committee, New York City Bar Association
- Member, Jewish National Fund-USA Finance and Lawyers Division and Lawyers for Israel Affinity Group

Publications

“The Privacy-Proof Plaintiff: But First, Let Me Share Your #Selfie,” *Journal of Law and Policy*, 23 J. L. & Pol’y (2015)

Publications

April 8, 2025

23andMe Case Highlights Privacy Complexities In Ch. 11

Law360

March 31, 2025

Proposed 23andMe Bankruptcy Sale Raises Uncertainty Over Future of Customer Information

January 10, 2025

The Uncertain Future of Net Neutrality and Internet Regulation

July 31, 2023

Greenberg Talks Shien IP Case on Not Another True Crime Podcast

Not Another True Crime Podcast