

# Kenneth A. Schulman

Senior Counsel



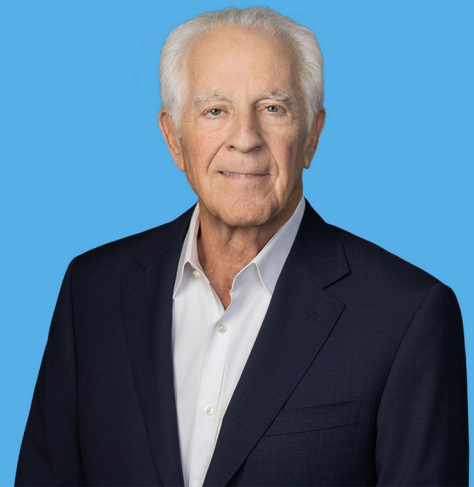
New York, NY



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Senior Counsel Kenneth Schulman is a member of the Fashion, Intellectual Property, Media + Entertainment, Litigation, and Corporate Groups.

Known for his deep experience in licensing in the fashion, apparel and entertainment industries, Ken's practice includes celebrity and corporate brand development, copyright and trademark protection, litigation, arbitration and general corporate and commercial counseling.

Ken uses his extensive knowledge of licensing and the optimization and protection of intellectual property to help companies, celebrities, licensors and licensees take advantage of deals that elevate their profiles, expand market awareness and meet their business objectives. He carefully vets opportunities, identifying both the upside potential and possible risks, and skillfully negotiates the best arrangements for his clients.

## **A Brand-Enhancing Dealmaker**

Corporations and individuals from around the world are among Ken's clients. He has played a key role in negotiating many IP, licensing and corporate transactions, including Delta Galil USA Inc.'s purchase of trademarks and other intellectual property owned by LittleMissMatched and Intradeco, Inc.'s acquisition of Dana Undies, a large manufacturer of children's clothes. Ken has also negotiated numerous endorsement, licensing and other deals involving major brands and companies such as:

- Paula Abdul
- Delta Galil USA, Inc.
- Dennis Basso
- Designers & Agents
- Bethel Woods (Woodstock) Museum Store
- David Cook
- Converse
- Esprit
- Intrepid Museum Store
- Betsey Johnson
- Kleinfeld Bridal
- Shoshanna Lonstein
- Maidenform
- Precious Moments
- Charlotte Ronson
- Marcus Samuelsson
- Jordin Sparks

- Tiger J LLC
- Wilhelmina

For over 10 years Ken has been an active volunteer for the New York Ronald McDonald House. He serves on the Tuesday night volunteer team, has created numerous entertainment events for the House and co-chairs the Heroes event, the House's largest volunteer fundraiser.

## Services

- Celebrity Branding + Talent Representation
- Copyright
- M+E Litigation
- Fashion
- Intellectual Property
- Litigation
- Media + Entertainment
- Privacy, Publicity + Defamation
- Trademark

## Education

- St. John's University School of Law (J.D., 1977)
- State University of New York at Albany (B.A., 1973)

## Recognition

- Recipient of the Ronald McDonald House New York's *Hope Award* for distinguished quality leadership and volunteer service (2013)
- Named "Attorney of the Year in the Apparel Industry" by The Mann Foundation (2009)

## Community

- Co-Chair, Heroes Event (2014), Pro Bono Legal Advisor, Event Coordinator and Volunteer, Ronald McDonald House New York

## Admissions

- New York, 1978

## Professional Affiliations

- New York State Bar Association
- Lawyers Association of the Textile and Apparel Industries

## Teaching Positions

- Parsons School of Design, Guest Lecturer on Fashion Law (2014)

## Academic Achievements

- Ken is a 1977 graduate of St. John's University School of Law, where he was a member of the St. John's Law Review and the recipient of the *American Jurisprudence Award for Excellence in Contracts*.

## **Publications**

July 31, 2019

**Negotiating Social Media Provisions in License Agreements**

February 21, 2019

**5 Things Licensees Need to Know About License Agreements**