

# Robert J. deBrauwere

Partner



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Partner Robert deBrauwere co-chairs Pryor Cashman’s Interactive + Gaming Group, and is a member of the Intellectual Property, Media + Entertainment, and Litigation Groups; he also co-chairs the Digital Media, Music Transactions, Non-Fungible Tokens (NFTs), and Privacy, Publicity + Defamation Practices.

His extensive knowledge of the interplay between IP, technology, media, entertainment, and music has earned him the role of trusted business and legal advisor to some of the world’s most cutting-edge companies and influential artists and songwriters.

A former computer programmer and concert and theater sound/lighting engineer, Rob is a self-proclaimed “tech geek” who understands how technology and entertainment intersect in the digital world. He recognizes the challenges that accompany the design and development of new applications, products, and distribution channels, and works alongside his clients to devise solutions that are scalable and secure.

## Digital Media and IP

Whether advising a global entity or a budding start-up, Rob’s command of the various rules and regulations governing online media and data privacy allows his clients to successfully navigate hurdles and seize opportunities. Working with digital platforms, advertisers, content developers, publishers, and entrepreneurs across nearly every industry, Rob’s legal acumen and technology and business knowledge ensure that his clients are protected on all fronts as they pursue their business objectives.

Specifically, Rob is adept at navigating complex issues pertaining to the Digital Millennium Copyright Act (DMCA), the EU General Data Protection Regulation (GDPR), the California Consumer Privacy Act (CCPA), fair use, unfair competition, and false advertising laws, Section 230(c) of the Communications Decency Act (CDA), Federal Trade Commission (FTC) regulations, and the Children’s Online Privacy Protection Act (COPPA), among others.

## Entertainment and Music

Grammy-winning artists and songwriters, Rock and Roll Hall of Famers, entertainers, and music publishing companies seek Rob’s counsel to strategically craft licensing and partnership agreements and expertly handle litigation. His rare combination of industry insight and online savvy affords clients a distinct advantage in an increasingly digital market.

Rob provides counsel on numerous matters, including joint venture agreements with labels and distributors, audio and video distribution licenses, music publishing agreements, and various intellectual property issues, including the termination of transfers and licenses under the Copyright Act.

## Technology and Corporate Matters

Rob's unique background and focus on cutting-edge businesses enable him to serve as de facto "outside general counsel" to numerous technology companies across the world. He regularly advises on organizational matters, joint ventures, licensing agreements, patent prosecution, and partnerships, bringing insight into valuations and best practices that allow his clients to execute their business plans with confidence. Rob also counsels a diverse roster of online, music, gaming, virtual, and augmented reality (VR/AR), and digital publishing companies.

## Services

- Content Creators and Digital Influencers
- Copyright
- Corporate
- Data Privacy + Cybersecurity
- Interactive + Gaming
- Litigation
- Media + Entertainment
- M+E Litigation
- M+E Transactions and Financing
- Music
- Music Transactions
- Non-Fungible Tokens (NFTs)
- Privacy, Publicity + Defamation
- Trademark

## Education

- Benjamin N. Cardozo School of Law, Yeshiva University (J.D., *cum laude*, 1993)
- State University of New York at Stony Brook (B.A., 1987)

## Recognition

- Named to the *Super Lawyers – New York Metro* list in Intellectual Property (2013-25); and Media + Advertising (2013-23)

## Community

- President, Board of Directors, Stony Brook University Alumni Association
- Dean's Council, College of Arts and Sciences, Stony Brook University
- Executive Board Member, Board of Directors, Long Island Music and Entertainment Hall of Fame
- Board Member, Nathan Sawaya's Art Revolution Foundation
- Media Law Resource Center

## Admissions

- New York, 1994
- U.S. Court of Appeals for the Second Circuit
- U.S. District Courts for the Southern and Eastern Districts of New York

## Professional Affiliations

- International Trademark Association (INTA)
- Magazine Publishers of America
- Media Law Resource Center, member, Internet Law Committee

- New York State Bar Association, member, Intellectual Property Law and Entertainment, Arts and Sports Law Sections

## Languages

- Spanish

## Academic Achievements

- Rob is a 1993 *cum laude* graduate of Benjamin N. Cardozo School of Law, where he served as Senior Managing Editor of the Cardozo Arts & Entertainment Law Journal.

## Activities + Interests

- A type-1 diabetic for more than 35 years, Rob is committed to working with foundations and other organizations to raise awareness of and funding for diabetes healthcare concerns. Rob is an endurance athlete (marathons, road races, and cycling) and enjoys exercising outdoors. When Rob is not in the office working, you'll likely find him running or on his skateboard in Long Beach.

## 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 14, 2025

**White House Announces Launch of Cyber Trust Mark Program**

December 10, 2024

**Upcoming California Consumer Privacy Act Amendments**

July 1, 2024

**SCOTUS Punts Questions About Speech on Social Media**

November 27, 2023

**Navigating the FTC's New AI Oversight: What Your Company Needs to Know**

July 11, 2023

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

July 10, 2023

**deBrauere Talks to NY Times About Sarah Silverman AI Lawsuits**  
*The New York Times*

March 22, 2023

**Pryor Cashman Team Noted for Win in First-Ever NFT Case**

February 13, 2023

**Hill and Pulman on Pryor Cashman's M+E Focus on Video Games**  
*Games Industry Law Summit*

May 9, 2022

**Breaking It DAO: What You Need to Know About Current DAO Laws**  
*Published in Legaltech News*

March 11, 2022

**deBrauere Comments on Band Name Trademark Disputes**

*Billboard*

June 6, 2018

**What is the CLOUD Act and How Does it Impact the U.S. Government's Access to Foreign Data?**

February 24, 2017

**deBrauere Shares Advice for Retailers in the Digital Age**

February 3, 2017

**Copyright Office Issues New Electronic Registration Requirements for Designated DMCA Agents**

November 4, 2015

**European Court of Justice Declares EU Data Protection Directive 'Safe Harbor' Invalid**

April 9, 2013

**The Realm of Advertising in 140 Characters or Less: How the FTC Addresses Modern Concerns over Digital Advertising**

March 29, 2013

**The Supreme Court's Latest Ruling on Copyright Law First-Sale Doctrine**

January 29, 2013

**FTC Announces Major Overhaul of Children's Online Privacy Protection Rule**

October 22, 2012

**Federal Trade Commission Cracks Down On Websites Illegally Collecting Children's Personal Data**