

Ryan S. Klarberg

Partner



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Ryan Klarberg is a member of Pryor Cashman's Intellectual Property, Media + Entertainment, Digital Media, and Litigation Groups.

He litigates a wide range of intellectual property actions involving trademarks, counterfeits, copyrights (including under the Digital Millennium Copyright Act), trade dress, publicity and privacy rights, and licensing disputes.

Ryan also structures, negotiates, and drafts strategic partnership, talent, joint venture, co-publishing, and brand sponsorship agreements for a wide range of clients that include A-list entertainers, artists, influencers, and corporations in various industries, including in the music, fashion, cosmetics, video game, cannabis, digital media, and technology sectors.

He brings significant experience in advising clients on the latest developments in privacy law and sweepstakes and contest law, assisting clients with structuring games of chance and contests, and drafting the requisite terms and conditions to comply with applicable laws, rules, and regulations in New York and beyond.

In addition to his expertise and guidance of clients concerning the use of endorsements and testimonials and compliance with federal guidelines, Ryan also handles general commercial litigation matters.

Representative Experience

Ryan's clients rely on his tireless advocacy and incisive counsel to overcome complex business and legal challenges. He has been instrumental in numerous successful representations, including:

- Lady Gaga, where he prevailed before the Trademark Trial and Appeal Board against an applicant seeking to register the mark GAGA JEANS;
- Honda in a major trademark victory before the Trademark Trial and Appeal Board against an applicant seeking to register a mark that was confusingly similar to Honda's;
- Lady Gaga, Wiz Khalifa, and numerous other recording artists and global brands including SUPREME NEW YORK, where recovered multiple domain names that incorporated his clients' trademarks (including proceedings before both the World Intellectual Property Organization and the FORUM);
- Richemont and other luxury brands, including Cartier, Panerai, Piaget, Van Cleef & Arpels, IWC, Jaeger-LeCoultre, Montblanc, Chloé, and Peter Millar, in connection with organizing promotions, sweepstakes, and contests, as well as drafting sponsorship, event, and endorsement agreements.
- sbe Hotel Licensing, LLC in an ICANN proceeding under the Uniform Domain Name Dispute Resolution Policy (UDRP) to recover and secure multiple domain names for its coveted SLS hotel and residence brands.
- sbe Entertainment Group and Morgans Hotel Group in federal court litigations to defend and protect the Hyde Hotels, Resorts & Residences, and Mondrian Hotel and Residences brands.

Pragmatic IP Advice

Always watchful of changes in the law that could impact the value or security of his clients' intellectual property, Ryan is adept both at identifying new business opportunities and anticipating and avoiding potential threats to their assets. He has significant experience defending against piracy and enforcing IP rights overseas, enabling clients to maintain the high standards of quality and authenticity their brands need to thrive.

Before becoming a lawyer, Ryan held positions in the music and wealth management sectors where he worked to resolve the business and financial challenges faced by well-known artists and large companies. He leverages this knowledge in his legal practice to offer clients practical counsel on matters ranging from IP monetization to compliance.

Professional Achievements

Every year since 2016, Ryan has been named a "Rising Star" in the area of intellectual property litigation by *Super Lawyers*, which recognizes less than 5% of attorneys in each state; he was also named a "Rising Star" by *Managing IP*.

Ryan was commissioned the honorary title "Kentucky Colonel," the highest honor awarded by the Commonwealth of Kentucky, by Gov. Steven Beshear in recognition of his noteworthy service in connection with the National Meningitis Association and service to the greater community.

Ryan regularly presents at universities throughout the United States to discuss developments in intellectual property, digital media, and entertainment law, including at the University of Michigan, his alma mater.

Services

- Litigation
- Trademark
- Celebrity Branding + Talent Representation
- Fashion
- Sports
- Interactive + Gaming
- Data Privacy + Cybersecurity

Education

- University of Miami School of Law (J.D., *cum laude*, 2012)
- University of Michigan (B.A., 2009)

Recognition

- Recognized by *Best Lawyers in America* "Ones to Watch" in Intellectual Property Law (2026)
- Named one of *Lawdragon* 500 Leading Global IP Lawyers for IP, Litigation – Trademark (2025)
- Named a "Rising Star" in the *Super Lawyers - New York Metro* list in Intellectual Property Litigation (2016-25)
- Named a "Rising Star" by *Managing IP* (2023)

Community

- Committee Member, National Meningitis Association

Admissions

- New York, 2013
- U.S. District Courts for the Southern and Eastern Districts of New York

Professional Affiliations

- Co-Chair, Entertainment, Media, Intellectual Property and Sports Law Section, New York County Lawyers Association (NYCLA)

Languages

- Spanish

Publications

July 11, 2023

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

July 6, 2023

Klarberg Comments on Future of TTAB Trademark Disputes

Law360

January 10, 2023

The INFORM Act – A New Tool to Combat Online Counterfeits

October 17, 2022

Klarberg Discusses Domain Name Disputes

CDR Magazine

April 9, 2013

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