

GREGORY S. SHATAN

ABELMAN FRAYNE & SCHWAB, New York, NY
Trademark Group, Domain Name Group, 2014-present

REED SMITH LLP, New York, NY
Corporate & Securities Group/Intellectual Property Group, Partner, 2006-2014
Deputy Chair, Global Technology Transactions Team

WINSTON & STRAWN LLP, New York, NY
Intellectual Property Group, Partner, 2004-2006

MORGAN, LEWIS & BOCKIUS LLP, New York, NY
Intellectual Property and Technology Practice Group, Partner, 1998-2004; Associate, 1994-1998

In each of the above firms, my practice has included:

- Internet and technology law counseling, including matters relating to ICANN, new gTLDs and internet governance; new gTLD applications, domain name acquisitions and transfers and disputes, online policing and enforcement of IP rights; active participant in the Intellectual Property Constituency of ICANN
- Intellectual property and technology transactions, including trademark, copyright and patent licenses and acquisitions, outsourcing agreements, software, app and website development agreements, software licenses, Cloud and SaaS agreements, advertising and content agreements, hosting and maintenance agreements
- Intellectual property and technology issues in mergers and acquisitions, offerings and restructurings, including strategy and structuring; negotiating and preparing purchase agreements and ancillary agreements; managing due diligence; overseeing transfers of trademarks, copyrights and patents
- Data protection and privacy counseling
- Celebrity licensing, endorsement, collaboration, sponsorship and tour sponsorship transactions
- Trademark/copyright portfolio management, including brand strategy, clearance, domestic and foreign trademark prosecution and maintenance, transfers and chain of title updates
- Policing and enforcement of trademark, trade dress, copyright and publicity rights, particularly online and in social media, including DMCA notices, UDRP and TTAB proceedings, assisting with U.S. litigation, overseeing foreign counsel
- Trademark, copyright, right of publicity, software, libel and advertising counseling
- Antitrust counseling, including RPM, Robinson-Patman and Interlocking Directorate issues
- Prior experience with antitrust aspects of mergers and acquisitions, including Hart-Scott-Rodino filing and analysis, Section 7 analysis and counseling, Second Requests, international premerger management
- International franchise matters for franchisors, franchisees and investors, including drafting and negotiating development and franchise agreements, counseling
- **Representative Industries:** technology, Internet, entertainment, media/publishing, food and beverage, apparel, accessories, fragrance and cosmetics, consumer goods, financial services, manufacturing, pharmaceutical, biotechnology

LORD DAY & LORD, BARRETT SMITH, New York, N.Y.
Associate, 1994 (merged into Morgan, Lewis & Bockius, October 1994)

WEIL, GOTSHAL & MANGES LLP, New York, N.Y.
Trade Practices and Regulatory Law Department, Associate 1986-1994, Summer Associate, 1985

FRANKLIN, WEINRIB, RUDELL & VASSALLO, New York, N.Y., Summer Law Clerk, 1984

PUBLICATIONS AND PRESENTATIONS

Articles: Financier Worldwide, INTA Bulletin, Managing Intellectual Property, National Law Journal, ABA Franchising Law Journal, Licensing Economics Review, Metropolitan Corporate Counsel, Journal of Proprietary Rights
Speaker: International Trademark Association, Forbes Conferences, Practising Law Institute, Intellectual Property Owners Association, Cornell Law School
Blogs: Adlaw by Request (contributor), Domain Dispatches
Interviewed: World Trademark Review, The Dick Morris Show (WPHT (CBS)), Agence France Presse, Bloomberg BNA
Quoted: The New York Times, Financial Times, Associated Press (over 600 newspapers), AdWeek, CircleID, The Domains, Bloomberg BNA, World IP Review

EDUCATION

COLUMBIA UNIVERSITY SCHOOL OF LAW, J.D., [REDACTED]

Honors: Editor-in-Chief, *Columbia-VLA Journal of Law & the Arts*, 1985-86
Harlan Fiske Stone Scholar, 1985-86
Shubert Foundation Fellowship, 1985-86

CARDOZO LAW SCHOOL, YESHIVA UNIVERSITY [REDACTED]

Honors: Cardozo Law Review (invited)
Cardozo Moot Court Board (invited)

WESLEYAN UNIVERSITY, B.A. in Sociology/Psychology and Music, [REDACTED]

ADMISSIONS, MEMBERSHIPS AND RECOGNITIONS

Admitted: New York State, Southern District of New York and Eastern District of New York
President, Intellectual Property Constituency of ICANN
Member: Intellectual Property Constituency
International Trademark Association (Member, Internet Committee, 2007-2013, 2016-)
Media Law Resource Center (Member, Cyberlaw Committee)
Boards: New York Folklore Society, Columbia Summer Winds
Recognitions: New York Super Lawyer, Intellectual Property (2009)
The Legal 500 Directory, Media and Technology M&A