

Phillip A. Rosenberg

Partner

The Grace Building

1114 Avenue of the Americas , New York , NY USA 10036

t 212.775.8711 | f 646.786.4594

prosenberg@kilpatricktownsend.com



Services

Brand Licensing & Related
Transactions

Clearance & Portfolio Management

Greater China Trademarks

Intellectual Property

Online & Digital Enforcement

Trademark, Copyright &
Advertising

Industries

Apparel, Accessories & Luxury
Goods

Consumer Goods

Electronics & Computer
Technology

Financial Services

Food, Restaurant & Beverage

Home Furnishings

Media & Entertainment

Retail & Consumer Goods

Technology

Mr. Rosenberg is resident in the firm's New York office and is a member of the firm's Trademark and Copyright team. His practice lies at the intersection of technology and intellectual property and focuses on developing creative and elegant solutions to complex issues. Mr. Rosenberg counsels global technology and entertainment clients on a range of trademark, copyright, domain name, right of publicity, and unfair competition issues, often with a global dimension. His practice focuses on assessing the availability of trademarks for use and registration, developing and implementing global trademark protection strategies, monitoring and enforcing trademark rights, and negotiating and drafting trademark-related agreements, with an eye to achieving practical, business-minded results for his clients.

Mr. Rosenberg was recognized in 2019 and the six years immediately preceding as a New York "Rising Star" in the area of Intellectual Property by *Super Lawyers* magazine.

Experience

Trademarks

- Regularly advises on global trademark and entertainment title clearance matters
- Management of complex global trademark portfolios



- Manages multi-jurisdictional trademark disputes
- Counsels on complex "use in commerce" issues in U.S. trademark matters
- Pursues *ex parte* appeals at the Trademark Trial and Appeal Board
- Assists clients with the USPTO's New Technology Evolution Pilot Program
- Provides strategic counseling on foreign trademark prosecution matters
- Navigates the Madrid Protocol filing system

Copyright

- Submitted successful Requests for Reconsideration to the U.S. Copyright Office that have convinced the Office to withdraw registration refusals
- Advises clients on U.S. and foreign copyright registration matters
- Assists clients with DMCA takedown procedures and campaigns

Domain Names & Online Enforcement

- Advises clients on new gTLD issues
- Successfully recovers domain names from bad faith actors
- Counsels clients on third-party phishing, hacking, and online fraud issues

Experience Highlights

- *In re Big Apple Performing Arts, Inc.*, Serial Nos. 85781180 & 85781188 (T.T.A.B. Aug. 7, 2015) (reversing a descriptiveness refusal on the ground that a mark was found to have acquired distinctiveness within a particular community)
- Successfully overcame numerous specimen refusals for clients in the technology sector
- Successfully reversed doctrine of foreign equivalents refusals for clients in restaurant trade

Education

Rutgers School of Law - Newark, J.D. (2010)

Georgetown University School of Foreign Service, B.S., Foreign Service (1998)

Admissions

New York (2011)

New Jersey (2010)

Court Admissions

U.S. District Court for the District of New Jersey (2010)

Professional & Community Activities



New York State Bar Association, Intellectual Property Section, Member

Insights

[Alerts](#)

TM Client Advisory on Changes to US Trademark Prosecution at the USPTO Effective February 15, 2020
February 13, 2020

[News Releases](#)

Kilpatrick Townsend Elects Phillip Rosenberg to Partner
January 8, 2020

[News Releases](#)

Record Number of Kilpatrick Townsend Attorneys Named 2019 New York Metro Super Lawyers
November 1, 2019

[News Releases](#)

Kilpatrick Townsend Elevates 11 Attorneys to Counsel
December 10, 2018

[News Releases](#)

Twenty Kilpatrick Townsend Attorneys Named 2018 New York Super Lawyers
September 28, 2018

[News Releases](#)

Kilpatrick Townsend Attorneys Named 2017 New York Super Lawyers
September 27, 2017

[News Releases](#)

Kilpatrick Townsend Attorneys Named 2017 New York Super Lawyers
September 27, 2017

[News Releases](#)

Kilpatrick Townsend Attorneys Named 2016 New York Super Lawyers
October 5, 2016



[News Releases](#)

Kilpatrick Townsend Attorneys Named 2015 New York Super Lawyers

September 30, 2015