

# Randy M. Friedberg

## Partner

New York, NY

212.404.0634

rfriedberg@stradley.com



Randy Friedberg is a member of the firm's business department. A seasoned attorney, Randy has advised clients and businesses of all sizes for over 30 years on trademark and copyright law, unfair competition, trade secrets, advertising, internet and cyber issues, rights of privacy and publicity, entertainment law, and general corporate and litigation matters.

With a particular focus on entertainment and media companies, including advertising and marketing agencies, talent, artists and art galleries, Randy often provides counsel on protection, licensing and enforcement of intellectual property rights – routinely finding creative solutions to highly technical and complex issues. He has represented a broad range of industries, including consumer goods and services, computer software and hardware, pharmaceutical and biomedical products, non-profits, energy and financial services.

Randy recently completed serving a three-year term as Chair of the Entertainment Law Committee of the New York City Bar Association. He is also a frequent author and speaker on intellectual property, advertising and entertainment matters. Randy received his J.D. from Duke University School of Law and his B.A. from Binghamton University.

## RESULTS

Randy's experience includes the representation of:\*

- **Rhodium**, a data and machine learning platform for the wellness industry, in its acquisition of three health, beauty and wellness companies: SiO Beauty, Routine and Solomomo
- **Nutrition Resource Services, Inc. d/b/a JBN – Just Be Natural** in a trademark infringement matter
- **Team Epiphany**, a consumer marketing agency, in its acquisition by Stagwell, a digital-first global marketing network
- **Petabyte Technology Inc.**, a provider of cloud-based technology solutions to the veterinary sector, in a \$43.4 million acquisition by Chewy, Inc.
- **Fora**, a modern travel agency startup, in connection with its \$5 million seed funding round
- **Stadium Goods**, a streetwear and sneaker resale store and e-commerce

## FOCUS

Intellectual Property  
Intellectual Property Litigation  
Intellectual Property Alternative Dispute Resolution  
Intellectual Property Licensing  
Intellectual Property Opinions Counseling & Due Diligence  
Intellectual Property Trade Secret Matters  
Emerging Companies & Venture Capital Funds  
Fintech

## BAR ADMISSIONS

New York

## COURT ADMISSIONS

U.S. Court of Appeals for the Second Circuit  
U.S. District Court for the Eastern District of New York  
U.S. District Court for the Northern District of New York  
U.S. District Court for the Southern District of New York

## EDUCATION

J.D., Duke University School of Law  
B.A., Binghamton University

## MEMBERSHIPS

Former Chair, Entertainment Law Committee, New York City Bar Association  
International Trademark Association  
The Recording Academy



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site, as intellectual property counsel in its multimillion dollar sale to Farfetch Limited, a publicly-traded global technology platform for the luxury fashion industry

- **Stadium Goods**, a streetwear and sneaker resale store and e-commerce site, in its backing from LVMH Luxury Ventures
- **Markus Klinko**, a renowned celebrity photographer and artist, in connection with a wide array of talent and gallery agreements
- famous clothing and accessories designers and companies in a variety of intellectual property, corporate and litigation matters, including “bet the company” arbitration and litigation
- outside general counsel to one of the largest pet toy companies in the country; engaged in trademark, copyright, and patent registration, licensing and litigation, as well as Proposition 65 litigation and general corporate matters
- licensors and licensees with negotiating and drafting a wide variety of software and SaaS agreements
- client in providing a secured, tranching bridge loan to a SaaS-based technology company delivering online and mobile interactive health management platforms
- outside general counsel to advertising agencies and media companies
- several food product companies on intellectual property and labeling issues
- food product company in connection with a class action false advertising lawsuit
- clients on cyber-policies and breach response
- numerous web terms of use
- a large private label manufacturer and distributor of cosmetics for trademark, copyright, online and general commercial matters
- a national modeling agency in connection with FTC and other matters
- numerous licensors and licensees in negotiating and drafting significant license agreements in a wide range of industries, including clothing, music, television, software and cosmetics

## Pro Bono:

- NYCNext on union, legal and contractual issues in the launch of the celebratory rendition of Billy Joel’s “New York State of Mind” music video to inspire New York City to recover and rebuild from the pandemic

## PUBLICATIONS

- Author, “The Beatles Used AI to Create Their Last Song. What Does This Mean for the Entertainment Industry?” *The Journal of Robotics, Artificial Intelligence & Law*

## RECOGNITIONS

- New York Metro *Super Lawyers*, 2007 - 2024

The logo for Stradley Ronon, featuring the name "STRADLEY" in a serif font above "RONON" in a larger, bold serif font. A stylized "SR" monogram is positioned to the left of the "R" in "RONON".

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\*Includes representations prior to joining Stradley Ronon.

