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# Celebrities, Bands & Athletes

Fross Zelnick understands how to navigate the unique challenges in representing entertainers, athletes, and other well-known personalities in trademark, copyright, and related matters. With a long history of working with celebrities, both directly or through management or entertainment counsel, we have deep experience in addressing issues relating to individual branding and merchandising, personality rights, and licensing that are vital in today's marketplace. Our broad client roster of actors, solo musicians and bands, athletes and other personalities ensures that there are few problems we have not seen before and cannot help solve.

Sensitive to the fast-moving world of celebrity representation, Fross Zelnick's responsive team is well-suited to handle all manner of branding and copyright issues. We know how to create and protect a personality name portfolio for merchandising and lifestyle branding both in the U.S. and abroad, as well as how to develop strategies to leverage our clients' notoriety when dealing with clearance issues. Our lawyers deliver real-world, practical advice suited to the audience – be it a direct client relationship, client management, or outside entertainment counsel and we know the different messaging necessary to manage these relationships.

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## Strengths that Matter to our Clients:

We have a special understanding of issues that matter to celebrities, including:

- Deep understanding of surname registration challenges
- Trademark registration strategy in the licensing and merchandising areas
- Personality rights and tie-ins with works subject to copyright protection
- Touring issues

## Decisions

Revelations Perfume v. Prince Rogers Nelson

UMG Recordings, Inc. v. Siggy Music, Inc.

Hits From the Bong, Inc. v. Javen Mitchell

Frank Sinatra Enters., LLC v. Loizon

Glow Indus., Inc. v. Lopez

Buffett v. Cheeseburger in Paradise, Inc.

Janet Jackson v. Janetjackson.com

Mariah Carey v. General Web Group

World Champ Tech, LLC v. Peloton Interactive, Inc.

### **Representative Experience**

- Clients include Beck, Ellen DeGeneres, Frank Sinatra Enterprises, Dr. Dre, Green Day, Snoop, Foo Fighters, Catherine Zeta-Jones, Mariah Carey, Nirvana, Mary J. Blige, Cypress Hill, Quincy Jones, Ernie Els, Jerry Bruckheimer, and Ina Garten
- Overcame surname objection by the USPTO to registration of SINATRA for a wide range of goods and services.
- Represent conceptual artist David Datuna in action brought by photographer over use of iconic image of Steve Jobs