

# Robert A. Becker

Senior Counsel  
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## Overview

**“No one would ever call me a ‘yes man.’ I pride myself on standing in the client’s shoes to gain the client’s business perspective while using my own experience-based legal judgment. I tell clients what they need to hear even if that’s not what they want to hear. I always have their best interests at heart.”**

Rob Becker advises clients on intellectual property strategy, helping to defend their rights and improve their bottom line. His trademark prosecution work includes searching, filing, and maintaining trademarks, as well as responding to office actions.

For both trademark and internet-related disputes, Rob polices and enforces clients’ rights, counsels on dispute resolution, and obtains remedies – both through cease-and-desist letters and through administrative litigation in the USPTO’s Trademark Trial and Appeal Board. Rob negotiates settlements, drafts agreements, and guides clients through domain name disputes, and helps to obtain

domains that are important to his clients’ brands and businesses.

Rob has served as a legal commentator in the U.S. and Canada, appearing on television more than 600 times – and on the radio many times more – to provide candid analysis on a range of legal issues, usually relating to sports.

## Education

University of Pennsylvania (JD, 1985)

Amherst College (BA, *cum laude*, 1982)

## Admissions

### Bar Admissions

New York

### Court Admissions

U.S. District Court, Eastern, New York

U.S. District Court, Southern, New York

## Focus

- Celebrities, Bands & Athletes

- Entertainment Properties
- Personal Care & Cosmetics
- Fashion
- Hospitality & Hotels
- Jewelry & Watches
- Sports
- Food & Beverage
- Consumer Products
- Pharmaceuticals

## **Associations**

### **Professional**

The Association of the Bar of the City of New York

American Bar Association (Member, Intellectual Property Law Section)

New York State Bar Association (Member, Intellectual Property Law Section)

American Intellectual Property Law Association

### **Recognition**

*Who's Who Legal* Global Leader, IP – Trademarks  
2019-23

### **Decisions**

- Jack Wolfskin Ausrüstung Fur Draussen GmbH & Co. KGAA v. New Millennium Sports, S.L.U.
- Volvo Trademark Holding AB v. Hebei Aulion Heavy Indus. Co.