

# Stephen Bigger

Retired Partner



## Overview

**“The hallmark of our collegial firm is that each lawyer is a portal for every other lawyer in the firm. We are each quick to refer a client to the one among us who is best able to address the particular issue most efficiently. We have so many lawyers with so much knowledge that there’s almost always someone here who quickly knows the answer or the best approach.”**

Steve Bigger has protected the trademarks of some of the world’s best-known entertainers – from a young Michael Jackson embarking on his solo career to Jimmy Buffett and his “Margaritaville” song title, for which Steve teamed up with partner David Ehrlich to gain widespread protection, to countless other well-known entertainment groups, performers, and entertainment companies. His experience includes negotiating settlement agreements relating to name disputes between U.S. and British entertainment groups as well as protecting famous U.S. entertainment group names where there has been some “residual reputation”

after the group ceased live performances, including cases where the fame of the name survived the dissolution of the group.

In addition to his entertainment clients, Steve has advised some of the world’s best-known brands on international trademark and intellectual property issues – and protected these assets in jurisdictions around the world. He also has extensive experience in international trademark assignment programs, including transfer tax issues.

Steve helped to spearhead the international aspects of the complex strategy involved in protecting the well-known (PRODUCT) RED fundraising initiative, which, since its launch in the spring of 2006, has generated more than \$600 million for the Global Fund – more than any other business initiative that has contributed to the Global Fund. His pro bono work includes protecting the international trademarks and other intellectual property of Teach For America (and their international affiliate Teach For All) and Lawyers Without Borders.

## Representative Experience

- Steve is the primary attorney on the international side of our firm involved in the well known (PRODUCT) RED program launched to establish a fund-raising initiative through the creation of a new global brand that partnered with internationally-famous brands with a portion of the sales profits directed to the Global Fund to support AIDS programs in Africa with an emphasis on women and children. Since its inception, over \$600 million has been generated by the Global Fund by (PRODUCT) RED partners in connection with this effort, which evolved into a revolutionary marketing concept for a very worthy cause. The creation of this new global brand that partnered with famous international brands was especially challenging because it involved so many different parties and interests, as well as a broad range of goods and services.
- Steve represents on a pro bono basis Teach For America in international jurisdictions (see <http://www.teachforamerica.org>) and also represents Lawyers Without Borders on a pro bono basis internationally in protecting their trademarks and other intellectual property – an organization which provides pro bono legal services throughout the world and is supported by some of the largest and most prominent general practice law firms in the U.S. and elsewhere (see <http://www.lawyerswithoutborders.org>).

## Education

Yale Law School (JD, 1964)

Wheaton College (BA, 1961)

## Admissions

### Bar Admissions

New York

### Court Admissions

U.S. District Court, Southern, New York

## Associations

The Association of the Bar of the City of New York (Member, Committee on Inter-American Affairs, 1974-1977; Chairman, Sub-committee on Transfer of Technology in Latin America, 1975-1977)

American Bar Association

Licensing Executives Society

International Trademark Association (INTA)

*The Trademark Reporter* (Editorial Board, 1975-2003)

## Recognition

*Who's Who Legal: Trademarks Global Leader* 2017-20

*Who's Who Legal* 2012 ( recognized for trademark work in the entertainment industry and for a “long distinguished career” and “strong expertise” in the international IP area – especially in Europe and Asia)

*Guide to the World's Leading Trade Mark Law Practitioners* 2009, published by Euromoney Legal Media Group

*Legal 500 US*, recognized as a top international IP litigation strategist, 2006-2007