

Mark J. Rosenberg

Counsel

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Mark J. Rosenberg is counsel in the Firm's Intellectual Property and Amazon & E-Commerce Practices. Mark protects his clients' rights, reputations, and businesses in intellectual property, defamation, privacy, right of publicity, and Internet marketing.

Mark has particular knowledge and experience representing Amazon aggregators and online sellers in intellectual property disputes arising on the Amazon Marketplace and other large e-commerce platforms. Mark devises strategies on behalf of his clients to ensure that online retailers remove infringing products from their platforms and reinstate products wrongly accused of infringement. Additionally, Mark counsels Amazon aggregators on intellectual property portfolios, and advises ecommerce sellers in preparing to place their businesses on the market and obtain a high valuation.

Mark has also developed a specialty in representing clients in cases involving trade dress rights relating to the interior designs of retail stores and restaurants. Mark also counsels clients in negotiating and structuring a wide variety of licenses, and co-branding, distribution, development, hosting, affiliate, procurement, and services agreements.

He has represented clients in courts throughout the country involving patent, trademark, copyright, and trade dress disputes. His litigation experience includes cases involving:

- Copyrights in advertising and sales copy
- Patents covering consumer products and power tools
- Patents covering power tools
- The use of trademarks in business and product names
- Trade dress covering restaurants, hand tools and product packaging
- Unauthorized distribution of genuine goods

Education

- Cornell University (B.A.)
- Duke University School of Law

Related Services

- Amazon & E-Commerce
- Intellectual Property
- Trademark & Brand Management
- Hospitality

Bar Admissions

- New York
- U.S. Court of Appeals for the District of Columbia
- U.S. Court of Appeals for the Second Circuit
- U.S. Court of Appeals for the Ninth Circuit
- U.S. District Court for the Eastern District of New York
- U.S. District Court for the Southern District of New York

Community Involvement

- Vice President, Congregation Sons of Israel, Briarcliff Manor, NY

Speaking Engagement

- "Internet Marketing and the Law," Marketer's Blackbook, September 2012
- "Mobile Media and the Law: Legal Do's and Don'ts," Mobile Marketing and Media 2010 Conference, June 2010

Articles

- "The DOs and DON'Ts of User-generated Reviews," Website Magazine, April 2012
- "Video Marketing and the Law," FeedFront Magazine, January 2010

Insights

December 29, 2022

Our Top Law Brief Podcast Episodes from 2022

August 14, 2022

Part 1: What You Need to Know About Amazon FBA Asset Purchase Agreement

February 21, 2022

Law Brief®: Mark Rosenberg and Richard Schoenstein Discuss Online Distribution Leakage

January 18, 2022

Why International Intellectual Property Rights Are Important for Amazon Sellers and Aggregators

March 31, 2021

Law Brief®: Mark Rosenberg and Richard Schoenstein Discuss Recent Experiences With Amazon Neutral Patent Evaluations

September 16, 2020

Law Brief: Mark Rosenberg and Rich Schoenstein Explore the Legal Perils of Video Marketing

August 26, 2020

Insight on Amazon's Neutral Patent Evaluation Procedure

July 20, 2020

Second Circuit Slaps Down Anti-SLAPP Motions as Barred in Federal Court

April 20, 2020

Part 2: The Key Steps for an Asset Purchase Transaction of an Amazon FBA Business

January 15, 2020

Our Top 10 Legal Alerts from 2019

November 25, 2019

Mark Rosenberg Authors Law360 Article on Amazon Patent Evaluation Program

October 9, 2019

Law Brief Podcast: Rich Schoenstein and Mark Rosenberg Discuss Amazon's Pilot Program for Patent Disputes

September 6, 2019

Mark Rosenberg Authors Intellectual Property Magazine Article on New Amazon Patent Dispute Program for Sellers

July 16, 2019

USPTO Announces New Rule Requiring Foreign Trademark Filers to Appoint an Attorney Licensed in the United States

June 4, 2019

Amazon Institutes New Patent Dispute Program

December 12, 2017

Mark Rosenberg Authors Article in Modern Aesthetics on Handling Negative Reviews in the Internet Age

August 10, 2017

Mark Rosenberg Discusses How to Respond to Negative and Defamatory Company Reviews on Business Insanity Talk Radio

June 15, 2017

Mark Rosenberg Authors Forbes Article on Reputation Protection From Negative or Defamatory Reviews on the Web

May 23, 2017

Mark Rosenberg Publishes Article in Luxury Daily on Right of Publicity Issues

January 25, 2017

Using a Person's Image for Commercial Purposes: Lessons Learned from the Chipotle \$2.2 Billion Lawsuit

December 20, 2016

Why Chinese Companies Need to Exercise Caution When Attending Trade Shows in the United States

May 26, 2015

Legal Alert: Alice Corp. v. CLS Bank's Effect on Business Method Patent

April 29, 2015

Legal Alert: .SUCKS is Here: Can Your Brand Be Protected?

April 9, 2015

Legal Alert: A New System For International Design Protection

March 13, 2015

Beware of the Boilerplate Series: "Defend, Indemnify and Hold Harmless"

October 16, 2014

Beware of the Boilerplate Series: Defining Confidential Information

July 29, 2014

Beware of the Boilerplate Series: Limitation of Liability