

## MAURICE N. ROSS

### Partner



For nearly three decades, Maurice Ross has represented corporate and individual clients in numerous high-profile, sophisticated intellectual property matters relating to business transactions and commercial litigation. He works with clients to develop intellectual property strategies, including strategies for the procurement, licensing and enforcement of copyrights, trademarks, and patents. Maurice also advises clients on a wide range of issues relating to internet law and social media, including issues concerning rights of privacy, rights of publicity and defamation. Maurice is also an experienced and well-known trial lawyer. He has served as lead trial and appellate counsel in high-stakes patent and intellectual property litigation involving companies in a wide array of industries, from pharmaceutical and biotechnology to media and entertainment. Maurice routinely handles trademark and copyright matters for clients in the fashion, music, media, entertainment, computer and software industries. Although he focuses his practice in the area of intellectual property, Maurice has also served as trial counsel in complex securities, RICO, lender liability, antitrust cases, and he has extensive experience representing corporate executives and other individuals in white collar criminal defense matters, often relating to intellectual property.

Maurice also has frequently been called upon to advise clients regarding the risks and benefits of proposed mergers, acquisitions and other transactions, particularly as such transactions involve transfers and licensing of intellectual property rights. Maurice is also recognized as an expert on disputes relating to the attorney-client privilege and work product immunity, and he has been counsel of record in landmark decisions in this area. More recently, Maurice has advised domestic and international clients concerning how to successfully and efficiently address the challenges and burdens imposed by electronic discovery and social media, including the use of social media postings as evidence in complex litigation. Maurice has published frequently in the areas of intellectual property, patent law, media and internet law, and the attorney-client privilege.

Maurice has long been a proponent for using alternative dispute resolution mechanisms for efficient resolution of complex business disputes, at both the trial and appellate levels. Further, given the economic realities and costs of conducting complex intellectual property and commercial litigation, Maurice encourages his clients from the earliest stages of litigation to attempt to aggressively pursue settlement. By the same token, Maurice has long advocated aggressive use of the pre-trial discovery process to improve his clients' likelihood of success at trial, and in recent years he has focused extensively on how to use emerging technologies to make the pre-trial discovery process more efficient and cost-effective.

Maurice has appeared in the United States District Courts for the Southern and Eastern Districts of New York, the District of New Jersey, the District of Colorado and the Northern District of California, and he has argued appeals in the United States Courts of Appeals for the Federal, Second and Fifth Circuits, as well as State Courts in New York. Prior to joining Barton LLP, Maurice was a shareholder with Budd Lerner and practiced at Clifford Chance and Sullivan and Cromwell.

# BARTON

## Contact

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## Education

New York University Law School, J.D. (Law Review)

Brown University, BS, *magna cum laude*

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## Admissions

State of New York

State of New Jersey

US Courts of Appeals for the Federal,  
Second And Fifth Circuits

US District Courts for the Southern and Eastern  
Districts of New York, District of New Jersey,  
District of Colorado

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## Practices

Arbitration

Commercial Litigation

Intellectual Property

Intellectual Property Litigation

## Industry Experience

Advertising, Marketing, and Public Relations

Art, Fashion, Beauty, and Design

Entertainment

Finance

Food and Hospitality

Healthcare

Media and Publishing

Technology

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## Memberships

American Bar Association

- Section on Intellectual Property Litigation

Association of the Bar of the City of New York

American Intellectual Property Lawyers  
Association

New York Intellectual Property Lawyers  
Association

- Committee on Antitrust and Inequitable

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## Honors

Selected to *Super Lawyers*, 2019 to present

Thurgood A Marshall Award of the Association  
of the Bar of the City of New York for Pro Bono  
representation of Death Row inmates

## In The Media

"The Sightseeing Bus Wars of New York City." *Curbed, New York Magazine*. (March 25, 2024).

"Court reverses dismissal of Go New York Tours' Donnelly Act counterclaim against Gray Line." *Wolters Kluwer*. (March 19, 2024).

Quoted in "NYC Tour Bus Co. Defends Antitrust Suit Against Rivals." *Law360*. (October 12, 2023).

Quoted in "NYC Tour Lines Look To Toss Rival's Antitrust Case." *Law360*. (September 22, 2023).

Quoted in "NY sightseeing bus company accuses rivals of US antitrust violations." *Thomson Reuters*. (May 23, 2023).

Featured on news segment, "Record numbers of workers test positive for marijuana use." *America's Newsroom*. Fox News Channel. (May 22, 2023).

Quoted in "NYC tourist bus company fires five non-drivers for legal, medical pot use: suit." *New York Post*. (February 15, 2023).

Interviewed in "Can You Use Photos of Event Guests to Promote Your Biz?" Wedding Industry Law Podcast - Episode 46. (January 31, 2021).

Quoted in "Sticky situation: New York City street signs covered with gum from tourists." *WPIX*. (September 18, 2019).

Quoted in "N.J. Advisor Sues Edelman To Protect 'Financial Quarterback' Moniker." *Financial Advisor*. (July 22, 2019).

Quoted in "Financial QB' Sues Edelman Over Alleged Trademark Infringement." *CityWire*. (July 19, 2019).

Quoted in "Financial Advisers In Dispute Over 'Quarterback' Mark." *World Intellectual Property Review*. (July 19, 2019).

Quoted in "Money Manager Tackles Radio Rival with Trademark Lawsuit Over 'Financial Quarterback.'" *Thomson Reuters' WestlawNext Practitioner Insights*. (July 18, 2019).

Quoted in "'I'll kill you!' Rival NYC tour bus companies in cutthroat competition, suit says." *New York Daily News*. (August 13, 2018).

Quoted in "Rubik's Cube TMs Obtained By Fraud, Rival Co. Says." *Law360*. (February 6, 2018).

Quoted in "Rubik's Cube Trademark Assailed as Generic." *Courthouse News Service*. (February 6, 2018).

Quoted in "Wave of Lawsuits Proves Dangerous for Advisors and Their Brands." *Financial Advisor*. (February 6, 2018).

Quoted in "Aereo's Online TV Service Violates Copyright Law, High Court Rules." *Westlaw Journal*. (July 2, 2014).

## Presentations

ConnectMore Conference. Stamford, CT. (May 2014).

## Attorney Articles

“Supreme Court Changes Rule for Patent Claim Construction – Does This Mean That Markman Will Soon Be Overturned?”. *IP Litigator*. (March/April 2015).