

## MICHAEL PATRICK

### Partner



Michael Patrick is an intellectual property and litigation partner who has represented and counseled some of the most well recognized brands in the world. Michael works with clients to protect and exploit their intellectual property by developing and implementing creative, sophisticated strategies that align with business drivers and goals, including strategies regarding intellectual property rights enforcement, acquisition, clearance, licensing, merchandising, and portfolio management.

Michael counsels individual clients with respect to the use, appearance, and exploitation of their name and images across various mediums, including the internet and social media, and which involve a variety of areas such as licensing (e.g., celebrity licensing), defamation, rights of privacy, and rights of publicity.

Michael also works with clients to address areas of corporate concern, including, global data privacy, and in the development and protection of products and product lines, including critical intellectual property aspects, product liability, risk identification and mitigation, commercial contracts, advertising, and social media. As a litigator, Michael represents clients in complex commercial disputes and high-stakes intellectual property infringement matters in state and federal courts, arbitration, and the Trademark Trial and Appeal Board.

Michael represents clients across a diverse spectrum of industries, including fashion, entertainment, hunting and shooting sports, firearms, consumer products, technology, and luxury goods.

# BARTON

## Contact

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## Education

George Washington University, J.D.

University of Virginia, B.A.

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## Admissions

State of New York

State of Connecticut

United States District Court for the Southern  
District of New York

United States District Court for the Eastern  
District of New York

United States District Court for the District of  
Connecticut

United States Court of Appeals for the Second  
Circuit

United States Court of Appeals for the Seventh  
Circuit

## Practices

Arbitration

Business Transactions

Commercial Litigation

Corporate Formation, Governance, and  
Compliance

Cybersecurity, Data Privacy, GDPR Compliance

Intellectual Property

Intellectual Property Litigation

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## Industry Experience

Advertising, Marketing and Public Relations

Art, Fashion, Beauty, and Design

Entertainment

Manufacturing and Distribution

Media and Publishing

Technology

## In the Media

Quoted in “How to Learn From Groupon’s Legal Scrapes.” David Wolinsky, NBCChicago.com. (April 2011).

Interviewed in “American Greed: Hedge Fund Imposter.” CNBC. (April 13, 2011).

Featured in *IP Litigator*, *Licensing Journal*, *IP Frontline*, *Harford Business Journal*.

## Presentations

*SHOT* Show. Featured Speaker. Las Vegas, Nevada. (2017).

Licensing Expo. Speaker. Las Vegas, Nevada. (2013).