



Pryor Cashman partner Eli Nathanson, a member of the firm's Media + Entertainment, Corporate, and Intellectual Property Groups, works on a variety of celebrity branding, licensing, and endorsement deals.

He represents individuals and companies around the world seeking to either exploit their intellectual property rights or obtain third-party rights in connection with a broad spectrum of consumer products and services, including for high-profile recording artists, models, athletes, and other celebrities; manufacturers, retailers, brand owners, and designers; media companies and executives; management consultants and agents; and advertising agencies and public relations firms, among others.

Eli advises on trademark licensing from the perspective of both brand owners and licensees. He also works on intellectual property-driven joint ventures, strategic alliances and collaborative arrangements, celebrity endorsements, design and other consultancies, and related transactions. Additionally, Eli handles general corporate work, including private equity, corporate governance, and other corporate and contractual matters.

Drawing on his deep experience in brand development and protection, Eli identifies complex issues and opportunities in both the domestic and international markets. His clients appreciate his ability to develop appropriate strategies that enable them to capture and monetize the potential of their brand assets. Known for his negotiation skills and ability to close and secure highly favorable deals for his clients, Eli's transactions are also recognized for their meticulous attention to detail, which leaves little opportunity for challenge or misinterpretation.

He received a J.D. from Brooklyn Law School and a B.A., cum laude, from the State University of New York at Stony Brook.