

# Gregg Sultan



## Of Counsel

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gsultan@eisnerlaw.com  
T 310.855.3200

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## Practice Focus

Corporate  
Entertainment, Media & The Arts

## Education

Loyola Law School, J.D.  
Brandeis University, B.A. in History,  
Dean's List, Phi Alpha Theta Historical  
Honor Society

## Admitted

California

## Representative Experience

Gregg regularly advises clients in trademark and copyright prosecution, licensing and transactional matters, and new media and technology transactions. His practice involves all aspects of acquisition and enforcement of trademarks and copyrights, with extensive experience in trademark clearance, prosecution and registration for brands in the fashion, apparel and retail, food, and beverage industries. He is highly regarded for his work relating to promotional activities, including branding strategy, as well as intellectual property acquisitions, licensing agreements in acquisitions, joint ventures, and financing arrangements.

Selected representative matters include:

- Regularly evaluates comparative advertising and counsels on parameters of fair use and fair competition.
- Represents energy drink and nutraceutical drink brands related to the enforcement of trademark use and misuse.
- Structured joint licensing agreement between a designer jeans brand and a well-known celebrity.
- Negotiated and handled transfer of domain name, including drafting domain name transfer agreement, for a social network and website specific to artists. Assisted the client in establishing their Internet business operations, including terms and conditions.
- Negotiated and drafted international master license agreement between an apparel brand owner and licensing agent to ensure the protection of the design of a jeans brand and further market the brand in different fields.
- Negotiated and drafted right of publicity license and endorsement agreements between well-known eyewear company and multiple celebrities.
- Negotiated and drafted trademark license agreement regarding use of well-known hair care products and cosmetics.
- Negotiated and drafted website linking and content agreement and license agreement regarding use of sports mascot in connection with acquisition of sports franchise.
- Drafted form intellectual property infringement indemnification agreements for use by marketing and consumer goods client with Chinese manufacturers.

## Professional Affiliations and Civic Involvement

The State Bar of California