



Robin Silverman

Partner

Contact

New York

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Overview

Robin Silverman's practice focuses on a broad range of intellectual property counseling with a particular emphasis on the media, entertainment, merchandising, hospitality, and digital sectors. She provides strategic advice and legal representation in matters involving intellectual property disputes, theft of ideas, licensing, and unfair competition, and manages international trademark portfolios for a variety of clients.

Robin regularly represents clients in connection with their media contracts in the book publishing, television, and advertising industries and with their merchandising deals. She advises clients on acquisitions of intellectual property and negotiates the intellectual property aspects of complex corporate deals. She counsels clients in matters relating to the First Amendment, rights of privacy and publicity, trademark and copyright law, the fair use doctrine, and internet-related legal issues. Her work also encompasses advertising compliance and prepublication content review for both news and entertainment media.

Known for a deep understanding of both legal and commercial dimensions of intellectual property, Robin crafts practical, creative solutions tailored to each client's unique goals and objectives to best protect and maximize creative ideas and products.

Education

- New York University School of Law (J.D.)
- Rutgers University (B.A.), *magna cum laude*

Bar Admissions

- New York

Court Admissions

- U.S. District Court for the Southern District of New York
- U.S. District Court for the Eastern District of New York

Distinctions

- *New York Metro Super Lawyers*, 2022–2024

Memberships

- New York State Bar Association, Intellectual Property Law Section, Committee on Transactions, Chair
- New York State Bar Association, House of Delegates, Intellectual Property Law Section Delegate

Related Experience

- Managed intellectual property portfolios for various media companies.
- Developed policies relating to online privacy and website terms of use for financial service companies, media entities, and consumer product companies.
- Represented television celebrities and celebrity chefs in business development, merchandising, licensing, and literary rights transactions.
- Negotiated intellectual property provisions and preparation of intellectual property-related documents in a variety of corporate transactions, including representing buyers and sellers in the acquisitions and sales of various specialty magazines, software, and media products.
- Counseled and prepared transactional documents for a variety of entities.
- Developed and executed trademark enforcement policies for television celebrities.
- Reviewed advertising and packaging for various consumer product companies.
- Prepared talent and personality rights agreements for various agencies and production companies.
- Counseled internet media companies on issues relating to music rights and other content appearing on their sites.
- Prepared endorsement and influencer agreements.