



Randy M. Friedberg

Partner

rfriedberg@stradley.com

New York, NY: 212.404.0634

Adept at finding creative solutions to highly technical and complex issues, Randy Friedberg has advised businesses of all sizes for decades on trademark and copyright law, unfair competition, trade secrets, advertising, internet and cyber issues, rights of privacy and publicity, entertainment law, and general corporate and litigation matters. With a particular focus on the entertainment and media sector, he counsels advertising and marketing agencies, talent, artists and art galleries on protection, licensing and enforcement of intellectual property rights.

Randy has represented companies across a broad range of industries, including consumer goods and services, computer software and hardware, pharmaceutical and biomedical products, nonprofits, energy and financial services.

He is a frequent author and speaker on intellectual property, advertising and entertainment matters.

Featured Representative Matters

- Represented Rhodium, a data and machine learning platform for the wellness industry, in its acquisition of three health, beauty and wellness companies: SiO Beauty, Routine and Solomomo.
- Represented Team Epiphany, a consumer marketing agency, in its acquisition by Stagwell, a digital-first global marketing network.
- Represented Petabyte Technology Inc., a provider of cloud-based technology solutions to the veterinary sector, in a \$43.4 million acquisition by Chewy Inc.
- Represented Fora, a modern travel agency startup, in connection with its \$5 million seed funding round.
- Advised Stadium Goods, a streetwear and sneaker resale store and e-commerce site, as intellectual property counsel in its multimillion-dollar sale to Farfetch Ltd., a publicly traded global technology platform for the luxury fashion industry.
- Represented Stadium Goods in its backing from LVMH Luxury Ventures.
- Advised Markus Klinko, a renowned celebrity photographer and artist, in connection with a wide array of talent and gallery agreements.
- Represented well-known clothing and accessories designers and companies in a variety of intellectual property, corporate and litigation matters, including bet-the-company arbitration and litigation.

Services

- Intellectual Property
- Emerging Companies & Venture Capital
- Digital Assets, Tokenization & Blockchain
- Corporate

Education

- Duke University School of Law (J.D.)
- Binghamton University (B.A.)

Admissions

- New York
- U.S. Court of Appeals for the Second Circuit
- U.S. District Court for the Eastern District of New York
- U.S. District Court for the Northern District of New York
- U.S. District Court for the Southern District of New York

- Served as outside general counsel to one of the largest pet toy companies in the United States; engaged in trademark, copyright and patent registration, licensing and litigation, as well as Proposition 65 litigation and general corporate matters.
- Advised licensors and licensees with negotiating and drafting a wide variety of software and software-as-a-service (SaaS) agreements.
- Represented a client in providing a secured, tranching bridge loan to a SaaS-based technology company delivering online and mobile interactive health management platforms.
- Served as outside general counsel to advertising agencies and media companies.
- Represented clients on cyber-policies and breach response and numerous website terms of use.
- Advised a large private-label manufacturer and distributor of cosmetics for trademark, copyright, online and general commercial matters.
- Represented a U.S. modeling agency in connection with Federal Trade Commission and other matters.

Community Impact

Randy served as pro bono counsel to NYCNext, a volunteer organization formed to help New York City recover and rebuild from the COVID-19 pandemic, on union, legal and contractual issues related to the creation of a music video. The video — released in 2021 and featuring prominent artists and entertainers across a variety of industries — aimed to motivate New Yorkers toward civic action.

Memberships

- Member, Mensa International
- Former Chair, Entertainment Law Committee, New York City Bar Association
- Member, International Trademark Association
- Member, The Recording Academy

Recognitions

- *The Legal 500* US Elite (New York: Intellectual Property) (2026)
- New York *Super Lawyers* (2007-25)

Publications

When It Comes to Copyright Law, AI Is Like a Camera

The Computer & Internet Lawyer

October 1, 2025

The Beatles Used AI to Create Their Last Song. What Does This Mean for the Entertainment Industry?

The Journal of Robotics, Artificial Intelligence & Law

February 27, 2024

NBA Top Shots Ruling: Certain NFT Transactions Constitute “Investment Contracts” and Therefore Are “Securities”

Experience

Stradley Ronon Advises Fora Travel in \$60 Million Series B and C Funding Rounds

Stradley Ronon represented Fora Travel, a digital platform that powers the next generation of travel entrepreneurs, in \$60 million Series B and C funding rounds. This new capital supports Fora's mission to modernize the travel industry by utilizing advanced technology and empowering travel advisers to share their expertise. Series B was led by Insight Partners and Series C by Thrive Capital, with previous supporters Forerunner and Heartcore Capital returning.

One of *Fast Company's* Most Innovative Companies of 2025, Fora reimagines the travel agency by enabling experienced travelers to serve as travel advisers who book trips and plan itineraries for clients. For more information, visit Fora Travel's website.

Stradley Ronon Advises Rhodium in Acquisition of 3 Beauty and Wellness Companies

Our firm has represented Rhodium in its acquisition of three health, beauty and wellness companies: SiO Beauty, Rootine and Solomomo. Rhodium, a startup backed by Relevance Ventures and Loeb.nyc, is a data and machine learning platform for the wellness industry. The deal will expand Rhodium's suite of offerings for med-spas.

Eleventh Circuit Affirms Trademark Ruling for Nutritional Products Company

The U.S. Court of Appeals for the Eleventh Circuit affirmed a lower court's decision on behalf of Stradley Ronon client Nutrition Resource Services, Inc. d/b/a JBN – Just Be Natural in a trademark infringement matter.

JBN manufactures and sells energy drinks and powders under various brand names, including "KRANK'D," which obtained a trademark registration in 2006. A competitor began selling a similar product under the brand name "KRANK3D" and proceeded to market the product to the same consumers as JBN's product.

Stradley Ronon filed preliminary injunction motion papers and argued the motion at an emergency hearing in February 2024. A Georgia federal court granted the injunction, and a three-judge panel affirmed the lower court's ruling.

Stradley Ronon Advises Wedderspoon in Acquisition by Masthead

Stradley Ronon represented Wedderspoon Organic Group, the largest seller of New Zealand-sourced and manufactured manuka honey products in North America, in its acquisition by New Zealand-based investment firm Masthead Ltd. Masthead plans to consolidate its consumer brand portfolio into a new holding company, Florenz.

Read more about the transaction.

Stradley Ronon Represents Team Epiphany in Acquisition by Stagwell

Stradley Ronon advised Team Epiphany, a consumer marketing agency based in New York City, in its acquisition by Stagwell, a digital-first global marketing network. Founded in 2004, Team Epiphany is a BIPOC-owned-and-operated firm that specializes in cultural relevance, experiential marketing and influencer integration. The

terms of the transaction were not disclosed. Team Epiphany will join Stagwell's Constellation network, a collective of best-in-class marketing agencies.

For more, read Stagwell's announcement.

Petabyte Technology Inc. Acquired by Chewy Inc.

Stradley Ronon represented Petabyte Technology Inc., a provider of cloud-based technology solutions to the veterinary sector, in a \$43.4 million acquisition by Chewy, Inc., an online provider of pet food and treats, pet supplies, pet medications and other pet-health products and services. The acquisition is expected to further strengthen Chewy's pet healthcare product and service offerings.

Stradley Ronon Closes \$5 Million Seed Funding Round for Digital Travel Startup

Stradley Ronon's emerging companies & venture capital funds team represented Fora Travel in closing a seed funding round, raising \$5 million. Fora is a modern travel agency with a twist – thoughtfully designed, proactively inclusive and tech-driven. The seed round was led by Forerunner Ventures with participation from leading consumer investors, including Heartcore Capital and Uncommon Capital. Fora plans to use the investment to onboard new advisors and enhance product development.

Business Vantage Point

Trademarks, Right of Publicity, and the Emerging Trend to Protect Celebrity Identity

May 11, 2026

The rapid onset of generative artificial intelligence (AI) — particularly its ability to create hyper-realistic deepfakes and appropriate the image, voice, mannerisms and likeness of celebrities and other public figures (collectively, NIL), sometimes for nefarious or unauthorized purposes —...

When It Comes to Copyright Law, AI Is Like a Camera

May 5, 2025

Even in its relatively nascent form, artificial intelligence, or AI, is already running headlong into multiple conflicts with existing copyright law. One or the other is going to have to blink, to change and adapt, and it's not going...

When Entertainment and Trademark Law Collide: 'The White Lotus,' Duke University and the Rogers Test

April 15, 2025

Season 3 of HBO's "The White Lotus" features the Ratliff clan. The patriarch, Timothy Ratliff, and his eldest son, Saxon, attended Duke University. Timothy's spouse and Saxon's mother, Victoria, went to Duke's competitor, the University of North Carolina at...

Implications of Proposed House v. NCAA Settlement: The State of Play in Paying College Athletes

December 20, 2024

A federal judge recently granted preliminary approval to a multibillion-dollar settlement

of three athlete-compensation antitrust cases against the National Collegiate Athletic Association (NCAA), Atlantic Coast Conference, Big Ten Conference, Big 12 Conference, Pac-12 Conference and Southeastern Conference. The proposed...

The Beatles Used AI 101 to Create Their Last Song. What Does This Mean for the Entertainment Industry?

November 14, 2023

More than 60 years after their debut single, the Beatles have released a new recording, "Now and Then," advertised as the last ever Beatles song. With classic Beatles symmetry, their first release, "Love Me Do," serves as the B...

AI-Generated Art Has Arrived, With Litigations Close Behind

January 31, 2023

It's not news that owners of copyrights in music and images have been using AI tools to troll the web looking for infringements for a while. Once an infringement was located, more often than not, money was paid, and...