

Phillip A. Rosenberg

Partner

3 Times Square, New York, NY USA 10036

t 212.775.8711 | f 646.786.4594

prosenberg@ktslaw.com



Services

Brand Licensing & Related
Transactions
Clearance & Portfolio Management
Greater China Trademarks
Intellectual Property
Online & Digital Enforcement
Trademark, Copyright &
Advertising

Industries

Consumer Goods
Electronics & Computer
Technology
Financial Services
Food, Restaurant & Beverage
Home Furnishings
Media & Entertainment
Retail & Consumer Goods
Technology

Phil Rosenberg is a partner in the firm's New York office and is a member of the firm's Trademark and Copyright team. His practice lies at the intersection of technology and intellectual property and focuses on developing creative and elegant solutions to complex issues. Phil counsels global technology and entertainment clients on a range of trademark, copyright, domain name, right of publicity, and unfair competition issues, often with a global dimension. His practice focuses on assessing the availability of trademarks for use and registration, developing and implementing global trademark protection strategies, monitoring and enforcing trademark rights, and negotiating and drafting trademark-related agreements, with an eye to achieving practical, business-minded results for his clients.

Phil made his debut in the *WTR 1000 – The World's Leading Trademark Professionals* in 2022 following recommendations from foreign counsel, and has been listed every year since. The *WTR 1000* reviews speak for themselves:

- “Phil is incredibly hardworking, rapid in response, highly focused and great to partner with in high-pressure situations.’ He is in his element advising on interlaced technology and IP matters.” – *WTR 1000 Review* (2022).
- “For tricky issues on the intersection of intellectual property and technology, the attorney to know is Phillip Rosenberg, who has provided counsel to some of the world’s most famous technology companies.” (2023).
- “For over 10 years Phillip Rosenberg has crafted strategic solutions for the copyright and trademark problems faced by technology companies. Some of the world’s best-known names in the space turn to him for precise and well-thought-out global trademark prosecution.” (2024)

- “Highly adept at managing multi-jurisdictional trademark portfolios, Rosenberg’s niche lies in technology, making him a favourite for big name technology companies with marks in multiple countries.” (2025)
- “Phillip Rosenberg is a ‘favourite’ in the field, recently providing strategic counsel to a multinational tech giant on dense clearance and prosecution instructions, including coordinating domestic filings and global portfolio management.” (2026)

Phil was also named a "Trademark Leader" in 2023, 2024 and 2025 by *World IP Review*. He was recognized in 2020 and the seven years immediately preceding as a New York "Rising Star" and in 2024, 2025 and 2026 as a New York "Super Lawyer" for Intellectual Property by *Super Lawyers* magazine.

Experience

Trademarks

- Regularly advises on global trademark clearance matters
- Management of sprawling and complex global trademark portfolios
- Manages multi-jurisdictional trademark disputes
- Counsels on complex "use in commerce" issues in U.S. trademark matters
- Pursues *ex parte* appeals at the Trademark Trial and Appeal Board
- Assists clients with the USPTO's New Technology Evolution Pilot Program
- Provides strategic counseling on U.S. and foreign trademark prosecution matters
- Advises on the Madrid Protocol filing system

Copyright

- Submitted successful Requests for Reconsideration to the U.S. Copyright Office that have convinced the Office to withdraw registration refusals
- Advises clients on U.S. and foreign copyright registration matters
- Assists clients with DMCA takedown procedures and campaigns

Domain Names & Online Enforcement

- Successfully recovers domain names from bad faith actors
- Counsels clients on third-party phishing, hacking, and online fraud issues

Experience Highlights

- *In re Big Apple Performing Arts, Inc.*, Serial Nos. 85781180 & 85781188 (T.T.A.B. Aug. 7, 2015) (reversing a descriptiveness refusal on the ground that a mark was found to have acquired distinctiveness within a particular community)
- Successfully overcame numerous specimen refusals for clients in the technology sector
- Successfully reversed doctrine of foreign equivalents refusals for clients in restaurant trade

Education

Rutgers School of Law - Newark J.D. (2010)

Georgetown University School of Foreign Service B.S. (1998) Foreign Service

Admissions

New York (2011)

Court Admissions

U.S. District Court for the District of New Jersey (2010)

Professional & Community Activities

International Trademark Association (INTA), Member
Professional Development Committee, Member (2024-2025)

New York State Bar Association, Intellectual Property Section, Member

Insights

[News Releases](#)

With Record-Breaking Numbers, Kilpatrick Once Again Achieves Most U.S. Attorneys Ranked in 2026 World Trademark Review 1000

February 3, 2026

[News Releases](#)

Over 100 Kilpatrick Attorneys Named 2025 Super Lawyers and Rising Stars

November 25, 2025

[News Releases](#)

Kilpatrick Achieves Record Number of Attorneys Named 2025 World IP Review Leaders

June 5, 2025

[News Releases](#)

Kilpatrick Once Again Achieves Most U.S. Attorneys Ranked in 2025 World Trademark Review 1000

February 4, 2025

[News Releases](#)

126 Kilpatrick Attorneys Named 2024 Super Lawyers and Rising Stars

November 11, 2024