



Bloom joins Certilman Balin as partner

February 22, 2011 - Long Island

According to Certilman Balin Adler & Hyman, LLP, Brian Bloom has joined the firm as a partner in the firm's Litigation Practice Group. Bloom will focus his practice on complex litigation, entertainment and intellectual property matters.

Prior to joining Certilman Balin, Bloom was the director of the entertainment and intellectual property practice group at a New York regional law firm.

In his litigation practice, Bloom counsels Fortune 500 companies, major record companies, concert tour promoters, individual entertainers, musicians, photographers and authors with respect to a diverse range of intellectual property matters. In addition, he represents major merchandising companies with respect to entertainment related litigation and complex corporate transactions involving intellectual property issues. His practice includes representation of a variety of clients in civil litigation involving claims of copyright and trademark infringement, counterfeiting, trade dress, false advertising, unfair competition, right of publicity, privacy, and defamation. Bloom has pursued cybersquatters in federal court, ICAAN arbitration proceedings, and in complex WIPO actions.

In addition, Bloom counsels clients in regard to the risk assessment issues of trademark and copyright use and licensing, branding, marketing partnerships and sponsorship agreements. He negotiates and drafts a variety of agreements including recording, software license, joint venture, synch license, ringtone and mastertone, trademark licensing, film finance and option, and reality television participation and development. He also lectures and writes on a myriad of intellectual property issues.

After earning his Bachelor of Science from Cornell University, with distinction, in 1999, Bloom earned his Juris Doctor, magna cum laude, from Hofstra University School of Law in 2002. He is admitted to practice law before the courts of the State of New York, all four New York Federal District Courts, the District of Columbia and the Second Circuit Court of Appeals.

Bloom is a member of the New York Bar Association's Committee on Entertainment, Arts and Sports Law, The Nassau Bar Association, as well as an active member of the Copyright Society of the United States of America. He also serves as a Board Member of the music and entertainment committee of the City of Hope.

Certilman Balin Adler & Hyman, LLP has grown into Long Island's second largest full-service law firm with offices in Nassau and Suffolk Counties. Its 14 practice areas include: real estate, real property tax certiorari and condemnation, cooperative and condominium, land use, environmental law, corporate/securities, litigation, commercial lending, labor relations/employment law, bankruptcy and debtor/creditor rights, trusts and estates, elder law, telecommunications law, and criminal law.