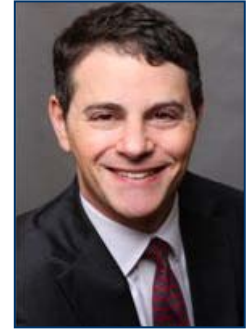




Practice Overview

Joshua R. Bressler is a strategic business attorney who helps develop, leverage and protect the integrity and value of intellectual property, creative works and results of innovation. He works with a wide range of established companies, entrepreneurs and investors. In addition, Mr. Bressler's knowledge and insight are respected and sought by other attorneys who frequently invite him to collaborate on matters. His counsel is essential to protecting and advancing clients' interests and realizing their goals.



While Mr. Bressler's practice spans a broad range of the IP discipline, often clients engage him to address more complex matters having many moving parts. These include:

- Business model development and expansion
- International licensing and distribution
- Investor due diligence and opportunity evaluation
- Internet and new media
- Litigation and dispute resolution for IP, Internet and commercial matters
- Mergers and acquisitions, joint ventures, equity raises, debt facilities and other corporate finance issues.

Career Background

Before founding Bressler Law PLLC, Mr. Bressler had extensive experience, both as a corporate general counsel and within several renowned law firms. This experience includes:

- **FriendFinder Networks Inc.** (Boca Raton, FL). As general counsel for this pioneering social media firm, Mr. Bressler directed all legal affairs, including an aggressive mergers and acquisitions strategy, oversight of an extensive intellectual property portfolio including 1000+ trademark filings and thousands of copyrights, worldwide brand and content licensing agreements, litigation and dispute resolution, and compliance and best practices.
- **Sullivan & Cromwell LLP** (New York, NY). Mr. Bressler directed the intellectual property and technology matters arising in mergers, acquisitions and corporate finance projects for this international law firm.
- **Schulte Roth & Zabel LLP** (New York, NY). Mr. Bressler was a founding member and day-to-day manager of the firm's Intellectual Property and Technology Group. He formulated new business models and techniques for the burgeoning Internet and technology industries. The firm appointed him to its Professional Personnel Committee.
- **Kenyon & Kenyon** (New York, NY). While still an associate, Mr. Bressler was named assistant chair of the firm's Copyright Practice Group. He conducted extensive intellectual property and commercial litigation before U.S. District Courts and the Trademark Trial and Appeal Board of the U.S. Patent and Trademark Office.

Professional Credentials

Mr. Bressler is admitted to the New York State bar. He is also admitted to practice in the U.S. District Courts for the Southern, Eastern and Northern Districts of New York. Mr. Bressler holds a juris doctorate (J.D.), *cum laude*, from New York University School of Law and a bachelor's degree (B.S.E.), *cum laude*, in electrical engineering and biomedical engineering from Duke University. He is a member of the First Amendment Lawyers Association and the New York State Bar Association, where he is past co-chair of the Rights of Privacy, Publicity and the Media Committee of the Entertainment, Arts and Sports Law Section.

Personal Life and Interests

An inveterate problem solver with a restless and inquisitive mind, Mr. Bressler taught himself computer programming at the age of 12 before even the VCR was a household staple. These days no electronic component is safe from his inclinations on a rainy Sunday afternoon to hack, modify and refurbish it. He has been an avid touring motorcyclist, and once spent a week nomading on two wheels through Andalucia, Spain. For many years he organized and hosted a popular Saturday morning football game in Central Park. He is an occasional and self-taught drummer who has particular respect and compassion for those committed to their arts and pursuits. Mr. Bressler and his wife, Arete, live in Manhattan with their two young children and three dogs.