

Guy Cohen

Partner

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Areas of Focus

Litigation + Dispute Resolution | Advertising Disputes and Challenges | Commercial Litigation | Intellectual Property + Media | Intellectual Property Litigation | Labor + Employment | Employment Litigation, Arbitration and Mediation

“My clients rest easy knowing they are in good hands because I treat their disputes as if they were my own.”

Overview

Guy Cohen is a seasoned trial lawyer with more than 25 years of diverse litigation, arbitration and mediation experience. Best known for his exceptional intellectual property litigation results, Guy also helps clients resolve a wide variety of commercial disputes involving restrictive covenants, agency-client agreements, exclusive distribution agreements, partnership agreements and real estate leases.

Guy leverages practical knowledge and years of litigation experience to assess the risk and cost of each case. His business-focused solutions often allow clients to avoid litigation altogether or negotiate prompt, cost-effective settlements. When litigation is necessary, Guy digs in and fights hard. A skilled writer, a dogged interrogator and a consummate courtroom advocate, Guy presents legal positions powerfully and persuasively to judges and adversaries alike.

For long-term and new clients of all sizes, Guy has built an impressive track record of success in a variety of intellectual property cases. He secures favorable results for major corporations and marketing companies in copyright, trademark and right-of-publicity disputes. He has also prosecuted high-profile copyright infringement cases for individual plaintiffs. Guy is equally equipped to represent global companies in trade secret litigation or defend employees accused of misappropriating confidential information or violating post-employment restrictive covenants.

In addition to his robust IP litigation practice, Guy draws on deep experience to defend employment discrimination disputes at trial and in arbitration. He also guides owners of closely held businesses through matters involving alleged breaches of fiduciary duty and related claims of misconduct.

Representative Experience

- Represent a worldwide advertising industry leader in pursuing over \$100 million in claims concerning its acquisition of a marketing services agency. The claims are against the sellers and members of management and also against its insurance company for improperly denying coverage under its representations and warranty policy relating to the sale. Defeated multiple motions to dismiss.
- Defending a global beauty company in a right of publicity and Lanham Act lawsuit brought by a well-known model after the company mistakenly posted a single image of her on social media. Upon learning of its mistake, the company quickly removed the image, and the dispute primarily concerns the value of a reasonable license fee for a limited use of a model's image on social media.
- Defending a world-famous producer of video entertainment in a copyright dispute with major record labels and music publishers over the allegedly unauthorized use of dozens of copyrighted sound recordings and musical compositions in online videos.
- Following a purported termination of an exclusive distribution agreement, obtained an arbitration award for a company which markets cooling towels and other personal products, declaring that the agreement remained in full force and effect and that the counter-party had sold certain products in breach of the exclusivity provisions.
- Represented a marketing communications agency in arbitration against a former client and negotiated a \$1 million settlement in connection with termination of a master services agreement without providing proper notice.
- Following expedited discovery and a preliminary injunction hearing, obtained a decision on behalf of a global packaging company that restrictive covenants in an agreement with a manufacturing company did not prevent a newly hired employee from starting.
- Defended a global consumer goods company, along with its advertising agency and numerous major broadcasters, publishers, and streaming platforms, in a lawsuit concerning ownership of a recording of a major brand's iconic jingle. Our motions to dismiss substantially narrowed the case, leading to the dismissal and withdrawal of the plaintiff's trademark, right-of-publicity and unfair-competition claims. Settled the lawsuit on favorable terms after limiting potential copyright damages through a series of discovery rulings on "indirect profits" and filing meritorious motions for summary judgment and to amend our counterclaims to assert a fraud claim.

Insights + Events

Alert

Supreme Court Holds that Copyright Damages Can Be Awarded for Old Infringements
May 23, 2024

Alert

Ed Sheeran's Copyright Victory: A Win for Songwriters?
August 4, 2023

Publication

Intellectual Property Magazine | American Graffiti
September 19, 2019

Event

Brand Activation Legal Webinar | Recent Cases in Copyright Law
April 9, 2019

Alert

Street Art, Copyright Infringement, and De Minimis Use
September 4, 2018

Credentials

Education

Fordham University School of Law (J.D., 1993)
Wesleyan University (B.A., 1988)

Distinctions

- *Legal 500 United States*® 2014-2025, Intellectual Property: Copyright
- *New York Metro Super Lawyers*® 2013-2018, 2020-2024, Business Litigation

Bar Admissions

New York

Court Admissions

U.S. District Court Southern District of New York
U.S. District Court Eastern District of New York
U.S. Court of Appeals Second Circuit

Associations

Member, New York State Bar Association