

Partner, New York

Intellectual Property and Technology



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Education

J.D., Harvard Law School, 2003

B.A., University of Pennsylvania, 2000

Bar Admissions

New York

New Jersey

Oren Epstein's practice covers a broad range of transactional and counseling matters relating to intellectual property, technology and social media. Mr. Epstein frequently structures, drafts and negotiates licensing arrangements (including trademark, software and information technology, content, patent, endorsement and rights of publicity, pharmaceutical, know-how and other licensing agreements), sourcing agreements, patent sales, trademark co-existence agreements and general commercial relationships (including supply and distribution agreements, services agreements and consignment agreements).

In addition, he has extensive experience with the intellectual property and technology, and related aspects of general corporate transactions, such as initial public offerings, mergers, acquisitions, spin-offs and divestitures, financings, joint ventures and securities offerings. Mr. Epstein also has a breadth and depth of experience in negotiating and advising on vendor and other commercial agreements that are critical to the successful operation of a business, such as outsourcing, cafeteria and food and beverage service, and event hosting and sponsorship arrangements.

In addition to his transactional practice, Mr. Epstein advises clients regarding obtaining, protecting and enforcing trademarks, copyrights and associated content in the United States and worldwide.

In recognition of his work, Mr. Epstein has been repeatedly selected as a Rising Star in the Trade Marks category of Euromoney Legal Media Group's annual Rising Stars awards, in addition to being named a recipient of a Lawyers Alliance Cornerstone Award for his outstanding work on *pro bono* matters. Mr. Epstein counsels a broad array of clients in various industries, with a focus on the food and beverage, retail, sports and entertainment, and technology sectors. His experience includes representing:

- The PGA of America in its strategic partnership agreement with Legends, pursuant to which Legends operates on-site, online, licensing and corporate merchandising for the PGA's spectator championships
- Lionel Messi in his agreement to play for Major League Soccer club Inter Miami CF
- The XFL in its combination with the United States Football League to create the United Football League, as well as in its earlier relaunch as a professional football league following its acquisition by Redbird Capital Partners, Dwayne "The Rock" Johnson and Dany Garcia
- The Walt Disney Company in its \$4 billion acquisition of Lucasfilm Ltd.
- Coty Inc. in its long-term strategic relationships with Kylie Jenner and Kim Kardashian to expand their beauty businesses
- Keurig Dr Pepper in various transactions, including partnership ventures, such as for the Adrenaline Shoc and Don't Quit brands
- The Coca-Cola Company in its \$2.15 billion investment in, and strategic partnership with, Monster Beverage Corporation; its \$1.25 billion investment in, and strategic partnership with, Green Mountain Coffee Roasters, Inc. regarding its Keurig Cold at-home beverage system; and its \$4.1 billion acquisition of Energy Brands d/b/a/ Glacéau (the producer of Smartwater and Vitaminwater)

M. Oren Epstein

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- Goldman Sachs & Co. LLC and J.P. Morgan Securities LLC as lead underwriters in the \$1.57 billion initial public offering of Class A common stock of Pinterest, Inc.
 - Wenner Media LLC in its sale of a 49% stake in *Rolling Stone Magazine* to BandLab Technologies Ltd. and its sale of *US Weekly* to American Media Inc.
 - Shamrock Capital in its acquisition of the masters and other rights to Taylor Swift's first six albums
 - Jon Bon Jovi in a joint venture to launch a Hamptons-inspired rosé wine in partnership with French winemaker Gérard Bertrand
 - Marvel co-founder David Maisel in the formation of Mythos Studios, a new animation film studio
 - WeWork Companies Inc. in intellectual property structuring and licensing matters
 - Protalix Biotherapeutics, Inc. in various matters, including its license and collaboration agreement with Chiesi Farmaceutici S.p.A.
 - Sycamore Networks, Inc. in its sale of certain patents to Dragon Intellectual Property, LLC
 - The PGA TOUR in its joint venture with the stockholders of EZLinks Golf, Inc. to form EZLinks Golf LLC, a leading online tee time reservation site
 - Kraft Foods Inc. in its separation into the MONDELEZ snack foods (e.g., Oreo, Nabisco) and KRAFT grocery (e.g., Kool-Aid, Kraft cheese) businesses, and in related brand separation and cross-licensing matters
 - James Perse Enterprises, Inc., a renowned apparel and lifestyle designer, retailer and wholesaler, in U.S. and international distribution and licensing matters
 - Outbox Technology CRB Inc. in connection with the formation of a new ticketing company with Anshutz Entertainment Group and Fred Rosen (founder of Ticketmaster)
 - News Corporation in its \$6 billion acquisition of Dow Jones and *The Wall Street Journal*
 - Fortress Investment Group, Inc. in trademark counseling and enforcement matters
 - Quiksilver, Inc. in various financing deals
 - Yahoo! Inc. in connection with its \$350 million acquisition of Zimbra, Inc. (a web-based email software company)
 - a digital music streaming service company in connection with a \$200 million, five-year, revolving credit facility
 - Kinetic Concepts Inc., a medical technology maker of advanced wound care and therapeutic support systems, in its \$1.7 billion acquisition of LifeCell Corp. (a bio-technology company that makes tissue regeneration products)
 - XM Satellite Radio Holdings Inc. in its \$13 billion merger of equals with SIRIUS Satellite Radio Inc.
 - CoreLogic, Inc., a leading provider of information, analytics and business services, in the sale of its employer services and litigation support businesses to private equity firm Symphony Technology Group
 - CurtCo Robb Media, LLC, a well-known publisher of lifestyle publications, in various international licensing deals