

Michael S. Palmisciano

Partner

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Mike is an intellectual property and commercial attorney with more than a decade of experience helping global brands, technology companies, and media organizations scale and protect their IP assets.

His practice focuses on the clearance, prosecution, and enforcement of trademarks and copyrights. He advises clients on domestic and international trademark selection, searching, portfolio management, brand strategy, copyright protection, fair use analysis, content clearance, and brand and domain name acquisitions. He has an active IP enforcement practice, representing clients in cease and desist matters, oppositions, cancellations, DMCA takedowns, domain name disputes, and UDRP actions.

Mike also handles a wide range of transactional IP and technology matters, including software and technology licensing, SaaS and cloud-based agreements, content and data licensing, merchandising and brand licensing, professional services agreements, and terms of use for websites and mobile applications. He frequently serves as outside commercial counsel, bringing a practical, business-oriented approach to complex legal issues.

Mike works with clients across industries, with a focus on gaming, sports, advertising, and media. His clients include global startups, emerging businesses, public companies, entrepreneurs, and investors. A significant portion of his practice involves advising non-U.S. companies entering or operating in the U.S. market.

Education

- Boston College Law School (J.D., *cum laude*)
- Boston College (B.A.)

Bar & Court Admissions

- Massachusetts
- New York
- U.S. District Court, District of Massachusetts

Capabilities

- Commercial & Technology Transactions
- Content Clearance
- Copyright
- Corporate
- Esports & Gaming
- Finland/Nordic Practice
- Hi-Tech
- Intellectual Property
- IP Litigation
- Licensing
- Life Sciences
- Media & Entertainment
- Media, Entertainment & Publishing
- Sports
- Trademarks

Professional Qualifications

- International Trademark Association
 - Commercialization of IP Committee (2024-2027)
 - Publications Committee (2022-2023)
- New York Intellectual Property Law Association
 - Member, Trademark Committee
- Licensing Executives Society
- LGBT Bar Association of New York

Awards & Honors

- *World Trademark Review 1000*, The World's Leading Trademark Professionals (2023-2026)
- "Ones to Watch," *Best Lawyers in America*®, Intellectual Property Law (2021-2025)
- Leadership Council on Legal Diversity Fellows Program (2026)
- "Rising Star" New York Metro *Super Lawyers* (2020-2026)
- "Rising Star" Massachusetts *Super Lawyers* (2018-2019)
- First Place, 2012 Association of SEC Alumni Writing Competition

Community Engagement

- Volunteer, Lawyers for the Arts
- Board Member of Vixen Theatre Company

Matters

Licensing and Technology Transactions

- A Finnish clinical-stage drug delivery and development company, in negotiating an exclusive license agreement with a global pharmaceutical company, with potential milestone payments to our client of up to \$200 million in addition to royalties on net sales.
- A famous kitchen and home goods brand in negotiation and drafting of exclusive product category trademark license agreements.
- A startup consumer packaged goods (CPG) information supply chain provider, in commercial and intellectual property matters, platform development, customer and supplier agreements, and branding.
- A U.S. preclinical stage gene therapy company focused on hearing loss treatments in its negotiation of an exclusive patent license with a German university, and subsequent asset sale to an Austrian medical device company.
- DarioHealth Corp. in negotiating a strategic partnership with Amwell to deliver Dario's market-leading cardiometabolic solution to Amwell customers.
- An enterprise software intelligence platform provider in negotiating and drafting outbound software license agreements, SaaS agreements and professional services agreements.
- An Israeli provider of next-generation satellite communication systems, in its negotiation of a commercial agreement with a Canadian space operations and satellite systems provider.

- A national non-profit organization as outside general counsel, including in negotiating and drafting master services agreements, SaaS agreements, software and technology licensing agreements and non-disclosure agreements.
- A European connected health provider for diabetes health management and monitoring, in drafting U.S. form of master subscription agreement for enterprise customers.

Sports, Media, Entertainment and Advertising

- The Association of Volleyball Professionals (AVP) in negotiating a content distribution deal with ESPN for streaming and broadcast of the 2023 AVP Pro Series Beach Volleyball Tour on various platforms including ESPN+.
- An English Premier League team in U.S. trademark strategy, prosecution and enforcement matters, including before the Trademark Trial and Appeal Board.
- A digital adtech ecommerce monitoring and intelligence provider, in negotiating and documenting numerous enterprise software-as-a-service agreements with its global Fortune 500 customers.
- A UK-based news organization in negotiating and drafting literary option agreements with film and television studios including Disney, Universal, Warner Bros., Sony and CBS.
- A New York- and Singapore-based creative agency in drafting and negotiating creative services agreements with major global brands.
- A UK television production studio in connection with entry into the U.S. market, including branding and merchandise strategy.
- A global digital media and broadcasting company in clearance of news and documentary video content, including copyright fair use, trademark, publicity, privacy and First Amendment issues.
- An advertising and white label content studio in pre-publication review of video content for brands including Google, IBM, Nike, Adidas, Geico and L'Oréal.
- A global youth media company in its acquisition of trademark rights and domain names and negotiation of manufacturing, sales, distribution and licensing agreements.

Trademark and Copyright Advising and Enforcement

- Provide U.S. and international trademark clearance, prosecution, and maintenance for clients across diverse industries, including media and entertainment, gaming and gambling, fantasy sports, consumer products, fitness, apparel, software and technology, consulting and professional services, food and beverage, and financial services.
- Create and implement complex strategies for the introduction, development, management, enhancement, and enforcement of core brand rights and large portfolios in the United States and globally.
- Work closely with in-house counsel, managers, and marketing executives on the day-to-day management of worldwide trademark portfolios, including international clearance and registration, worldwide policing, scope of rights assessment and expansion, and transactional matters related to brands.
- Manage hundreds of pre-litigation trademark, copyright, and domain name enforcement actions worldwide, including through cease-and-desist letters, oppositions, cancellations, and UDRP actions.
- Advise clients on brand strategy, including trademark selection, usage guidelines, and marketing strategies to enhance brand visibility and compliance.
- Navigate complex international trademark laws and regulations, assisting clients

with global trademark registration and enforcement.

- Advised Bally's Corporation, Bain & Company, Uncommon Creative Studio, Vice Media, and The Guardian, among others, in Trademark Trial and Appeal Board proceedings.
- Represent clients in volume antipiracy programs, including converting infringers of valuable software into paid licensees.
- Represented a brand licensing company in its acquisition of a legacy kitchenware brand and related trademark rights in 16 countries.