

# Joshua A. Bloomgarden

Principal | New York

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## Overview

Josh's diverse and dynamic business and intellectual property practices span across the sports, entertainment, food and beverage, fashion and apparel, media and technology industries. Leveraging his unique experience representing individuals and businesses of all sizes on either side of various deals, Josh delivers practical, creative and thoughtful advice to his clients to help achieve their goals.

He represents a wide array of entrepreneurs, investors, entertainers, athletes, producers, writers, media production and distribution companies and emerging and established CPG brands and businesses on intellectual property, commercial, corporate, employment, capital raising and financing transactions and disputes.

He has extensive experience advising start-ups and established ventures in apparel and consumer goods, and managing the music business affairs of an international videogame company, handling production legal work for a leading stand-up comedy production and distribution company.

Having worked across prominent boutique entertainment, media, fashion and intellectual property law firms, the Business & Legal Affairs Department at IMG and the CBS Law Department's Trademarks Group provided Josh with the diverse capabilities needed to serve his clients. He also provided access to pro bono legal services to visual artists, musicians, filmmakers and non-profit organizations as a legal fellow at Volunteer Lawyers for the Arts.

While in law school, Josh provided legal assistance to independent filmmakers and documentarians in the Cardozo Indie Film Clinic. Josh also served on the editorial board as a Notes Editor for the Cardozo Arts & Entertainment Law Journal - one of the most preeminent arts, entertainment and sports law journals in the

country.

Josh is the author of the [Sports & Entertainment Beat](#) blog. Each week, he shares his take on the deals, disputes and industry moves shaping the business of sports and entertainment. [Subscribe](#) to ensure you never miss an update.

## Areas of Focus

- [Intellectual Property Licensing & Transactions](#)
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- [Business](#)
- [Cannabis](#)
- [Communications, Telecom & Media](#)
- [Consumer Brands & Goods](#)
- [Emerging Companies & Venture Capital](#)
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- [Health, Beauty & Wellness](#)
- [High Net Worth & Luxury Law](#)
- [Intellectual Property, Privacy & Technology](#)
- [Mergers & Acquisitions](#)
- [Sports & Entertainment](#)

## Admissions

- New York, 2014
- New Jersey

## Education

- J.D., Benjamin N. Cardozo School of Law (*cum laude*), Yeshiva University, 2013
- B.A., University of Wisconsin-Madison, Liberal Arts & Distinction in the Major, Political Science (with honors), 2010

## Honors & Recognition

- *Chambers USA* (New York) Up and Coming, Media & Entertainment: Advisory, 2023-present; 2022 (Associates to Watch)
- Best Lawyers: Ones to Watch – Corporate Law, Entertainment and Sports Law, Intellectual Property Law, 2021-present
- JD Supra Readers' Choice Awards, "Top Author" for Trademarks, 2022

- Rising Star, New York Metro Super Lawyers, 2018-present

## Professional Activities

- New York City Bar Association, Member, 2013-present
- New York State Bar Association, Member, 2013-present

## News & Insights

### Blog Posts

[Courtroom Drama and Chart-Topping Glory: UFC Freedom 250 Takes a Hit, the Chrisleys Flip the Script on Their Defense and Taylor Swift Joins the Songwriters Hall of Fame](#)

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[The Business of Show Business: Kevin Hart's Tequila Hits \\$200M, YouTube Arms Celebrities Against DeepFakes and the Yankees Push for a New Look on the Road](#)

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## News

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[Four Attorneys Recognized in 2025 New York Metro Super Lawyers](#)

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[Six Attorneys Named to 2024 New York Metro Super Lawyers Lists](#)

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[65 Foster Garvey Attorneys Selected to The Best Lawyers in America® 2025, Three Named 'Lawyer of the Year'](#)

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[Foster Garvey Recognized Among Nation's Top Firms in 2024 Chambers USA Guide; 20 Attorneys and 10 Practices Ranked](#)

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[Five Attorneys Recognized on 2023 New York Metro Super Lawyers Lists](#)

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[57 Foster Garvey Attorneys Recognized Among the 2024 Best Lawyers in America; Two Portland Attorneys Named 'Lawyer of the Year'](#)

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[Foster Garvey Recognized Among Nation's Leading Law Firms in 2022 Chambers USA Guide; 21 Attorneys and 10 Practices Featured](#)

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## Legal Alerts

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Avoid a Penalty Card: The Legal Playbook for World Cup Marketing

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Don't Get Benched: 5 Rules for a Winning Super Bowl Campaign

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Is Your Super Bowl Marketing Campaign Playing by the Rules? 5 Tips to Help You Avoid Getting a Penalty

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Planning a Super Bowl Marketing Campaign? 5 Quick Tips for Staying in Bounds and Avoiding Disqualification

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Planning a Super Bowl-themed Marketing Campaign? 5 Tips for Staying In Bounds

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Disclosing Endorsements on Social Media: General Considerations for FTC Compliance by Brands and Influencers

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