

Press Release

Akerman Grows NY Office With Intellectual Property and Franchise and Licensing Partners

October 24, 2024

Akerman today announced the continued growth of its Intellectual Property Practice Group with the addition of [Marc Lieberstein](#) and [Georges Nahitchevansky](#) to its New York office.

“Marc and Georges are outstanding lawyers with decades of experience handling complex intellectual property matters,” said [Brian Bianco](#), Intellectual Property Practice Group Chair. “The expertise of our new partners will significantly benefit our clients and the firm, particularly in the areas of IP licensing and franchising, as well as trademark and copyright prosecution, online enforcement, and litigation. We are excited to welcome them to our team.”

With more than 30 years of experience, Marc focuses his practice on intellectual property licensing and franchising, including the drafting, negotiation, and enforcement of license and franchise documents and agreements, as well as the implementation of branding and commercialization objectives for clients via licensing and franchising. He represents clients in the retail/consumer goods and services, fashion/apparel and accessories, food and beverage, and commercial/industrial design industries, among others. Marc regularly counsels clients on creating effective strategies for procuring, protecting, and enforcing their global intellectual property assets. Marc has also participated in and

Related People

Brian C. Bianco
Keith Blackman
Joseph L. Brasile
Michael T. Carr
Marc A. Lieberstein
Adam S. Mocchiolo
Georges Nahitchevansky

Related Work

Franchise and
Licensing
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New York

used alternative dispute resolution forums such as arbitration and mediation to enforce intellectual property rights and resolve license and franchise contractual disputes.

Georges focuses his practice on the litigation and counseling of trademark, copyright, and internet matters across an array of industries in the United States and internationally. He regularly handles U.S. and global trademark, copyright, and internet/online enforcement matters, including complex cross-border and multijurisdictional disputes. With over 30 years of experience as a commercial litigator focused exclusively on intellectual property matters, Georges has successfully litigated as lead counsel, on behalf of both plaintiffs and defendants, a wide array of trademark, copyright, and internet related disputes in U.S. federal and state courts, in opposition and cancellation proceedings before the Trademark Trial and Appeal Board, and in UDRP and other dispute resolution policies to recover domain names. He also advises and counsels clients on online enforcement programs, domain name registration programs, and U.S. and worldwide strategies for brand enforcement.

Both are recognized by *Best Lawyers* and the *World Trademark Review 1000* as among the best intellectual property lawyers in New York.

Akerman's New York office includes more than 115 lawyers in range of areas, including consumer financial services, data, and technology; corporate; bankruptcy and reorganization; healthcare; intellectual property; litigation; labor and employment; tax; real estate; and other client sectors. Marc and Georges follow a series of lateral partners that joined the office this year including: corporate partner Ricardo Bernard, real estate partner Joseph Brasile, litigation partners Michael Carr and Keith Blackman, and labor and employment partner Adam Mocchiolo.

About Akerman

Founded in 1920, Akerman is recognized as one of the country's premier law firms, with more than 700 lawyers in 25 offices throughout the United States.