

# Riebling

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## David J. Friedman

Of Counsel

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David J. Friedman assists businesses and attorneys with intellectual property, business transactions, litigation, privacy, data breach, corporate, employment, and general in-house company legal and business issues. David is a Certified Information Privacy Professional (“CIPP-US”) and serves as Head of the firm’s Privacy Group. Whether in private practice or as in-house counsel, he routinely drafts contracts, designs privacy programs, negotiates business transactions, builds and protects intellectual property portfolios, and resolves disputes either informally, through the court system, or other administrative agencies.

David is co-author of the popular and well-known legal treatise: Friedman, David J., [Intellectual Property and Unfair Competition in a Nutshell](#), West Nutshell Series, 8th ed. (2024), published by West Academic. He is also a co-author of numerous other legal reference publications in the fields of intellectual property, digital rights, social media, publicity, privacy, cyberspace, and Internet law.

David was previously an Associate in the Washington, DC Office of Katten Muchin Rosenman, LLP. He also previously interned with the U.S. Trademark Trial and Appeal Board (“TTAB”), where he gained familiarity with the procedures of the U.S. Patent & Trademark Office and worked with judges, attorneys, managers, and staff.

David has extensive experience managing all aspects of intellectual property, including trademarks, trade dress, trade secrets, unfair competition, copyrights, licensing, global enforcement, portfolio management, clearance searches, brand selection, domain name dispute resolution (UDRP), transaction due diligence, SaaS and other technology transactions, Internet and e-commerce agreements, advertising and social media review, confidentiality and non-disclosure agreements, fine arts, and entertainment law. Other relevant work includes acquisitions and divestitures, employment agreements, corporate policy development, contests and sweepstakes regulations, and client counseling.

When a dispute occurs, David has nationwide experience helping businesses prosecute or defend litigation. His litigation experience includes state, federal district, federal appellate, and administrative courts, including the U.S. Patent & Trademark Office, Trademark Trial and Appeal Board, and International Trade Commission.

# Riebling

## Education

JD, Washington University School of Law

BA, Brandeis University

## Bar Admissions

District of Columbia

California

Maryland

Massachusetts

## Court Admissions

US District Court, Northern District of California

## Certifications

Certified Privacy Professional (CIPP/US)

## Memberships

[International Trademark Association](#)

[International Association of Privacy Professionals](#)

## Publications

McManis, Charles R. and David J. Friedman, [Intellectual Property and Unfair Competition in a Nutshell](#), West Nutshell Series, 7th ed. (2013). 8th edition pending.

Chapter 42, *Business Regulations: Patents* (with Charles McManis), [WEST'S FEDERAL ADMINISTRATIVE PRACTICE](#), West Legal Publishing, 3rd ed. (1999): Annual supplements 2007-11.

Chapter 18, *The Law of Cyberspace* (L.J. Kutten, Ed.), [COMPUTER SOFTWARE: PROTECTION/LIABILITY/ LAW/FORMS](#), West Legal Publishing (1997), annual supplements 2010-11.

## Speaking Engagements

Lectures

- 2017: Medical Information Privacy Awareness Training – Medical Command: Indiana Guard Reserve

# Riebling

- 2016: IP Law for Translators – Binghamton University Graduate Translation Studies
- 2014: Intellectual Property Law and Sensory Element Protection – Hunter College
- 2013: Intellectual Property Law – American University
- 2010: Cyberspace Law – Massachusetts Bar Association, Intellectual Property Group.

## Panels

- 2019: Personal Data in the Virtual World.
- 2015: Business Law for Entrepreneurs; Intellectual Property Law Developments in 2014; Art and Copyright; Censorship vs. Free Speech.
- 2014: Digital Privacy & Cyberspace Law; Copyright Law and Derivative Works; First Amendment & Censorship; Bioethics and Healthcare Law; Copyrights & Costume Design.
- 2012: Trademark & Copyright Law 101; Online Privacy for Kids; Social Media's Role in News Reporting; Risk Assessment for Entrepreneurs & Businesses; Science Fiction as Prior Art.
- 2011: IP and Derivative Works; Privacy in the Blogosphere; Online Privacy for Kids.
- 2010: Coffee with Experts – Skandalaris Center for Entrepreneurial Studies; Topics in Patent Law – Massachusetts Bar Association, Intellectual Property Group.

## **Additional Interests**

- Backpacking
- Teaching
- Illustration
- Eagle Scout