



PRACTICE FOCUS

Drew Kastner is a principal in the firm’s Intellectual Property practice group. Drew is an experienced intellectual property attorney whose practice includes handling trademark and copyright licensing and general intellectual property matters. He draws on his previous experience as president of the trademark licensing division of an intellectual property advisory and transactions firm to provide a first-hand understanding of the complexities of intellectual property law. Drew’s intellectual property background is complemented by significant experience in litigation and technology from the dual perspectives of in-house and outside counsel.

Drew regularly assists clients in the sports, entertainment, broadcasting, technology, and communications industries and has served as senior IP counsel for large technology and broadcast corporations, namely, the NBC Television Network and Lucent/Bell Labs Technologies. He manages diverse intellectual property portfolios for Fortune 500 companies and counsels his clients on matters ranging from applications to litigation. He has served as chief IP and licensing counsel to the Mickey Mantle Family for 30 years.

Drew’s practice includes all aspects of licensing, including developing, negotiating, and implementing new licensing agreements, transactions, and branding strategies for both licensors and licensees. Additionally, he helps clients protect their intellectual property through trademark and copyright prosecution and enforcement, as well as through litigation when necessary. His work includes music licensing, mergers and acquisitions, due diligence, anti-piracy and anti-counterfeiting in the broadcast, entertainment, and sports industries, higher education IP issues including athlete use of name, image and likeness, and rights clearance issues.

Specifically, Drew has represented major motion picture companies and coalitions, including Sony Pictures, Marvel Entertainment, and the Motion Picture Association of America, in conjunction with a series of anti-piracy and anti-counterfeiting enforcement actions related to the release of the Spider-Man franchise movies.

PUBLICATIONS

- Co-Author, "Here are 3 intellectual property matters to settle in setting NIL rules," *University Business Magazine*, October 7, 2021

SPEAKING ENGAGEMENTS

- "Update on Structuring Student-Athlete NIL Agreements: Recent Decisions, Regulations, and Key Developments," Webinar, January 5, 2023

EDUCATION

- Rutgers University School of Law, J.D.
- Boston College, B.A.

ADMISSIONS

- District of Columbia
- New Jersey
- New York
- Pennsylvania
- U.S. District Court for the District of Columbia
- U.S. District Court for the District of New Jersey
- U.S. District Court, Eastern District of New York
- U.S. District Court, Southern District of New York
- U.S. Court of Appeals for the District of Columbia
- U.S. Court of Appeals for the Second Circuit
- U.S. Court of Appeals for the Third Circuit

W. DREW KASTNER
 Principal, Ten Penn Center

PRACTICE AREAS

- Intellectual Property

PROFESSIONAL AFFILIATIONS

- The Copyright Society of the USA (CSUSA), Trustee
- International Trademark Association, Member
- New York Bar Association, Member
- New Jersey Bar Association, Member