



**A high-intensity intellectual property and entertainment litigator with a creative, analytic, and musically oriented mind, Seth Gold is focused on helping his clients understand how the law applies in a constantly evolving technical world. Seth represents publicly traded and private companies in complicated intellectual property and entertainment matters relating to traditional and new media and emerging technologies.**

Seth provides tailored counsel, primarily to those in the consumer products and entertainment industries, through virtually all phases of litigation, including trials and appeals in state and federal courts. On a day-to-day basis, he assists clients with copyright, trademark, trade secret, rights of publicity, false advertising, and First Amendment litigation matters, including brand protection, brand enforcement, and complex commercial litigation.

Because he appreciates the challenges clients face when protecting their valuable assets, Seth makes it a priority to stay abreast of such a rapidly changing area of the law. This helps him provide effective counsel on issues involving various online technologies and platforms, particularly with respect to online advertising practices, including how Federal Trade Commission regulations, the Digital Millennium Copyright Act, and the Communications Decency Act affect them.

Prior to joining Barnes & Thornburg, Seth practiced with two other law firms in California.

Seth enjoys playing the drums when he is not advocating on behalf of and defending his clients' IP assets and needs.

## Professional and Community Involvement

Former member, Los Angeles County Bar Association

Former member, Beverly Hills Bar Association

## Seth A. Gold

### Partner

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### EDUCATION

Boston University School of Law, (J.D.),  
notes editor of American Journal of Law  
and Medicine, 1992

Cornell University, (A.B.), 1989

### BAR ADMISSIONS

California

New York

### COURT ADMISSIONS

U.S. Supreme Court

U.S. Court of Appeals for the Ninth  
Circuit

U.S. District Court for the Central District  
of California

U.S. District Court for the Eastern  
District of California

U.S. District Court for the Northern  
District of California

U.S. District Court for the Southern  
District of California

### LANGUAGES

English

### PRACTICES

Advertising and Marketing

Commercial Litigation

Consumer Class Action Defense

Intellectual Property

Trade Secret Litigation

Member, Association of National Advertisers

## Honors

Southern California Super Lawyers, 2015-2020

## INDUSTRIES

Concerts, Live Events and Theater

Digital Media

Entertainment

Film and Television

Interactive Entertainment

Media

Music

Sports

Telecommunications