

MEET A BOARD MEMBER

MICHAEL ZUSSMAN



Michael Zussman has turned his love of music, theater and the arts, and a fierce entrepreneurial spirit, into a successful career representing technology companies, entertainment-industry businesses and other creative-minded clients.

Zussman, who joined Cowan, DeBaets, Abrahams & Sheppard LLP in May 2014, focuses on intellectual

property, corporate law, venture transactions and digital media. His career in intellectual property was a logical landing spot, although his path almost took a very different turn.

After graduating from Brandeis University in 2002 with a major in psychology and a minor in theater, Zussman worked at Massachusetts General Hospital in Boston for two years as a research assistant for bioimaging trials in schizophrenia. Zussman considered pursuing a career in clinical psychology; however, he instead decided to go to law school to learn how to legal advocate for the same population.

He attended New York Law School to take advantage of the school's unique mental disability law program. Zussman spent his 1L summer working at Mental Hygiene Legal Service, where he represented people in cases relating to the right to refuse medication and court-mandated treatment. While he found the work challenging and gratifying, Zussman's creative side beckoned.

Zussman had been involved in theater, jazz bands, rock bands and the performing arts generally his whole life. While at law school, he immersed himself in intellectual property law classes, and ultimately decided to practice in this area.

He joined Tashlik Goldwyn Crandell & Levy LLP after graduating law school in 2007, where he practiced

commercial litigation and corporate transactional law. He took every opportunity to gain more knowledge in intellectual property law by working on cases with IP issues and bringing in clients with trademark or copyright matters. While working at Kent, Beatty & Gordon, LLP, gained additional IP experience representing clients in connection with trademark and false advertising issues, and he realized that starting his own firm would give him the freedom to build his own practice and focus on IP and represent entrepreneurs, startups and technology companies. He formed Zussman Law at the end of 2010, and soon built a substantial roster of clients, including technology and media companies, photography studios, film producers, strategic design, branding and advertising firms, recording studios, musicians, fine artists and nonprofit organizations. In May 2014, Zussman joined Cowan, DeBaets, Abrahams & Sheppard LLP as Of Counsel, where he is a member of the firm's Venture Law Group and continues to grow his practice.

Zussman regularly speaks and writes about emerging issues in IP law. For instance, he wrote "Taking a Bite from the Proverbial Apple: Intellectual Property for Attorneys and Entrepreneurs," which highlighted the influence that Steve Jobs and Apple have had on IP law. Similarly, Zussman and co-author Glen McMurry wrote "44 Million Reasons Why You Should Use Social Media in Your Law Practice," which they have since presented live as a CLE in three different states. Zussman has recently presented topics on intellectual property at the New York Foundation for the Arts and FutureArt2015.

Zussman's peers have recognized him for his expertise in IP law, and he was selected to the Super Lawyers® Rising Stars list (NY Metro-Intellectual Property) in 2013, 2014 and 2015. He is very involved in the legal community, and currently serves as a Director on the FBA's Younger Lawyers Division, chair-elect of the FBA's Intellectual Property Section and president of the FBA's Southern District of New York Chapter.

In addition to practicing law, Michael is a long-distance runner and has completed the New York City Marathon (2010 and 2013), the San Francisco Marathon (2013), and eighteen half marathons. Zussman lives in South Orange, NJ with his wife and son.