



Robert Rosenberg

PARTNER



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212. 554. 7631

Robert Rosenberg is a partner in the Intellectual Property, Entertainment/Media & Technology and AI & Data Law practice groups at Moses Singer, where he brings a wealth of experience and a unique perspective to complex IP cases and transactions. Rob has a robust background spanning both the creative and business sides of media and has served as an expert witness in these areas. He is recognized as a legal and digital strategy leader who has played a pivotal role in driving growth and innovation within the media industry. Rob's core competencies include negotiating high-stakes agreements, developing and executing strategic initiatives, solving complex legal and business challenges, and collaborating effectively with a wide range of stakeholders. This includes first-hand experience in the operational and commercial impacts of legal decisions on day-to-day business practices ranging from sales, pricing and distribution strategy, to content and software application licensing and development. Rob also provides strategic advisory services to clients through our consulting platform, MS Strategic Solutions, where he serves as the Managing Director.

Prior to joining Moses Singer, Rob ran Telluride Legal Strategies, where he counseled clients on both legal and business strategies in the areas of content creation and distribution for television and film, sports and general entertainment application development, publishing, corporate governance and AI. Rob's experience covers software development and licensing, intellectual property piracy and protection, large language model (LLM) licensing, AI-powered products, X-as-a-Service, API agreements, SLAs, and privacy law compliance.

Before that, Rob spent over 22 years at Showtime Networks, where he held several senior leadership positions, including most recently, Executive Vice President and General Counsel. Rob oversaw all legal affairs, including its live and filmed programming and distribution transactions, intellectual property, litigation, contracts, compliance, privacy and regulatory matters. He supported the legal aspects of the company's digital media, sales, and marketing initiatives, and managed a team of lawyers and paralegals, helped develop the roadmap and execute the company's vision for over-the-top content (OTT) and new media platforms. Before pursuing law, Rob spent 8 years in advertising, including as an Account Supervisor at Ogilvy & Mather.

Practices / Industries

- Intellectual Property, Entertainment/Media & Technology
- Intellectual Property
- Entertainment & Media
- AI & Data Law
- MS Strategic Solutions
- Digital Assets
- Technology
- Advertising, Media Buying & Public Relations
- Promotional & Experiential Marketing
- Corporate
- Consumer/Luxury Goods
- Trade, Export & International Development Finance

Education

- Brooklyn Law School (J.D.)
- Cornell University (B.S.)

Bar/Court Admissions

- New York
- New Jersey

Professional Affiliations

Member of the Television Academy (2007 – present)

Board Observer for Recount Media (February 2020 – May 2021)

Cornell University

- 2024 Recipient of the Frank H.T. Rhodes Exemplary Alumni Service Award
- Life Member, Cornell University Council – Develop and execute strategic initiatives for the Board of Trustees (2015 – present)
- Board Member, Department of Communication Alumni Advisory Council (2013 – present)
- Board Member, College of Agriculture and Life Sciences Dean's Advisory Council (August 2024 – present)
- Chair of *Cornellians* Alumni Advisory Board -- Led group of alumni and university staff in creating a successful digital alumni platform to replace numerous university print publications and reach more alumni (August 2020 – July 2024)
- 2015 Nominee for Alumni-Elected Trustee

Publications

August 10, 2026

Robert Rosenberg Authored an Article Titled, "Peacock Moves Into YouTube's House. Hollywood Should Pay Attention."

August 3, 2026

Robert Rosenberg Authored an Article Titled, "The Streamers' New Plan To Compete With YouTube: Stop Charging At The Door."

August 1, 2026

Robert Rosenberg Authored an Article Titled, "The AI Hollywood Gold Rush Just Entered Its Lawsuit Era."

July 27, 2026

Robert Rosenberg Wrote an Article Titled, "A24 Entered The Backrooms And

Almost Locked The Door Behind It: A copyright takedown, a filmmaker's intervention, and a warning for Hollywood about trying to own internet folklore."

July 20, 2026

Robert Rosenberg Wrote an Article Titled, "Google Goes Hollywood: But is it Ready for its Close-Up?"

July 13, 2026

Robert Rosenberg Wrote an Article Titled, "Missing The Monoculture: Why America Still Wants to Watch Together."

July 6, 2026

Robert Rosenberg Wrote an Article Titled, "Comcast Just Broke Up With Hollywood. Now Everyone Wants to Know Who NBCUniversal Dates Next."

June 30, 2026

William Tanenbaum and Robert Rosenberg Authored an Article Titled, "Legal Issues for Data Professionals: Data Centers in Space."

June 30, 2026

Robert Rosenberg Authored an Article Titled, "Fox Buys Roku, and Suddenly Everyone Is Looking for the Remote."

June 22, 2026

Robert Rosenberg Authored an Article Titled, "One Year Of The Technotainment Scorecard: The Future Arrived Requiring A Password, Carrying A Lawsuit, And Asking For Your Data."

June 16, 2026

Robert Rosenberg Authored an Article titled, "The Hidden Complexity Of AI That Your Business May Be Missing" Which Appeared in Forbes Business Counsel

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May 26, 2026

Robert Rosenberg Authored an Article Titled, "Hollywood Just Invented A "Do Not Clone Me" Button For AI."

May 18, 2026

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May 11, 2026

Robert Rosenberg Authored an Article Titled, "Identity Is The New IP: Taylor Swift

and Matthew McConaughey Are Playing Offense."

May 4, 2026

Robert Rosenberg Authored an Article Titled, "Hollywood's New Script: The WGA Deal That Rewrites Streaming Economics."

April 27, 2026

Robert Rosenberg Authored an Article Titled, "Windowing Whiplash: The Return of Movies in Theaters."

April 24, 2026

Robert Rosenberg Authored an Article titled, "AI, Cybersecurity And The World's Most Expensive Click," Which Appeared in Forbes Business Counsel

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March 30, 2026

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March 26, 2026

Robert Rosenberg Authored an Article Titled, "AI Can Write The Script—But Who Owns The Movie?"

March 23, 2026

Robert Rosenberg Authored an Article Titled, "Netflix Buys the Backstage Brain: Why the InterPositive Deal Is Bigger Than It Looks."

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Robert Rosenberg Authored an Article Titled, "A Top Gun Sequel, a Miles Davis Tattoo, and the Copyright Rule That Powers the Creator Economy"

March 9, 2026

Robert Rosenberg Authored an Article Titled, "AI Changed What Wall Street Trades: Why Investors Moved from FAANG to MANGO -- and Why the Real Money Sits in The Companies That Power Artificial Intelligence."

March 2, 2026

Robert Rosenberg Authored an Article Titled, "Dear Algorithm: The Internet's Newest Prayer Circle (And Why It Doesn't Work)."

February 23, 2026

Robert Rosenberg Authored an Article Titled, "The Pitt-Cruise Deepfake Is a

Warning Shot."

February 19, 2026

Robert Rosenberg Authored an Article Titled, "Guardrails, Magic Kingdom Edition: How Disney Let Sora in the Castle Without Handing Over the Crown Jewels"

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January 28, 2026

Robert Rosenberg Authored an Article Titled, "Why Business Should Understand That Every AI Prompt is a Paper Trail."

January 26, 2026

Robert Rosenberg Authored an Article Titled, "Stealing Isn't Innovation": Why Hollywood Just Drew a Line in the AI Sand."

January 20, 2026

Robert Rosenberg Authored an Article Titled, "ChatGPT Health Isn't About Medicine. It's About Interfaces."

January 12, 2026

Robert Rosenberg Authored an Article Titled, "Will Ad-Free Streaming Go Extinct In 2026?"

January 5, 2026

Robert Rosenberg Authored an Article Titled, "AI Is Not a Climate Supervillain: The Problem, the Panic, and the Practical Fixes."

December 22, 2025

Robert Rosenberg Authored an Article Titled, "Mickey Meets the Machine: Disney, ChatGPT, and the Great AI Licensing Experiment."

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Robert Rosenberg Authored an Article Titled, "ChatGPT Turns Three: Celebrating the Toddler Who Runs the Internet."

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Robert Rosenberg Authored an Article Titled, "The Netflix–Warner Deal (or Paramount Takeover?): Hollywood Reloaded for the Algorithm Age."

December 1, 2025

Robert Rosenberg Authored an Article Titled, "Hollywood's First AI Hangover: Why AI Still Has a Long Way to Go to Win Hollywood Over."

November 24, 2025

Robert Rosenberg Authored an Article Titled, "Netflix Finally Goes to the Movies: How Netflix Learned to Stop Worrying and Love the Theater."

November 17, 2025

Robert Rosenberg Authored an Article Titled, "Tubi Just Hit Profitability: The Streaming Giants Should Probably Stop Laughing Now."

November 10, 2025

Robert Rosenberg Wrote an Article Titled "Hollywood's Great Pumpkin: The Weekend the Box Office Flatlined."

November 3, 2025

Robert Rosenberg Authored an Article Titled, "The AI Bubble: Hype, Hope, and Hot Air."

October 27, 2025

Robert Rosenberg Authored an Article Titled, "When Mark Cuban Lets You Deepfake Him...And the Rest of Hollywood Prepares for Battle."

October 20, 2025

Robert Rosenberg Authored an Article Titled, "California Just Grounded Your AI Girlfriend (And Why the Rest of the World Should Pay Attention)."

October 14, 2025

Robert Rosenberg Authored an Article Titled, "Game On: When Netflix, LinkedIn, and Your To-Do List All Want to Play."

October 6, 2025

Robert Rosenberg Authored an Article Titled, "Opting Out of OpenAI: The Sequel Nobody Asked For."

September 29, 2025

Robert Rosenberg Authored an Article Titled, "Stealth AI: Battling The Office Rebels," Which Was Published in C-Suite Media

September 29, 2025

Robert Rosenberg Authored an Article Titled, "The Top 10 Things Producers Need to Know About Using AI in Production."

September 22, 2025

Robert Rosenberg Authored an Article Titled, "Claude Is Now Building Claude. Should We Be Impressed or Alarmed?"

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Robert Rosenberg Authored an Article Titled, "YouTube's Hollywood Takeover Tour."

September 8, 2025

Robert Rosenberg Authored an Article Titled, "A Premium on Privacy: Claude's New Pay-to-Forget Plan."

September 2, 2025

Robert Rosenberg Authored an Article Titled, 'AI's Monetization Meltdown: Ads, Paywalls, or Bust.'

August 25, 2025

Robert Rosenberg Authored an Article Titled, 'FAANG to MANGO: Wall Street's New Tech Darlings.'

August 20, 2025

Robert Rosenberg Authored an Article Titled, "Let the Games Begin: Streamers Stake Their Sporting Turf"

August 11, 2025

Robert Rosenberg Authored an Article, Published in Law360, Titled, "Disney Art Suit Will Test Recent AI Fair Use Boundaries."

August 11, 2025

Robert Rosenberg Authored an Article Titled, "The AI Hunger Games: Competing Visions. One Future"

August 4, 2025

Robert Rosenberg Authored an Article Titled, "How Streaming Broke Our Hearts, Our Wallets, And Our Brains"

July 28, 2025

Robert Rosenberg Authored an Article Titled, "Hollywood's Bear Market Hits South Park"

July 21, 2025

Robert Rosenberg Authored an Article Titled, "Grok Isn't Antisemitic (It Was Just Programmed That Way)"

Technotainment Scorecard

Let the Games Begin: Streamers Stake Their Sporting Turf

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Hollywood's Bear Market Hits South Park

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Representative Matters

- Represented Joe Hand Promotions, the nation's leading distributor of live sports to commercial establishments, in its partnership with Kiswe, an award-winning interactive streaming technology company, to launch the Joe Hand Promotions App - a new streaming platform built specifically for bars, restaurants and other commercial locations across North America.