

Jonathan M. Purow

Counsel – New York

At Zuber Lawler, Jonathan Purow specializes in general intellectual property litigation and transactions, and cannabis regulatory and transactional matters. Mr. Purow works with clients to establish, protect, license, and enforce their intellectual property. Mr. Purow focuses on how constantly evolving cannabis state and federal laws and regulations impact his clients and their brands.

Mr. Purow works with a broad array of clients, from publicly-traded multi-national companies and private equity-backed companies, to plant-touching and ancillary service cannabis industry companies.

Mr. Purow regularly authors content and speaks at conferences relating to the cannabis industry and emerging technologies like artificial intelligence and virtual reality.

Prior to practicing at a boutique intellectual property law firm, Mr. Purow was a director at a film financing company that funded more than \$250 million in independent films.

Notable Publications

- "A Plan For When AI Users' Works Infringe Human Works" Nov 2019, Law360 Expert Analysis.
- "Planting the Seeds for IP Protection of Marijuana Brands and Related Products" Dec 2015, Law360 Expert Analysis.
- "Virtual Reality May Create Novel IP Issues In the Real World" Mar 2016, Law360 Expert Analysis.



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Languages: Spanish (conversational)

Education

Benjamin N. Cardozo School of Law
J.D.
Honors: Charles Ballou Writing Award

Brown University
B.A.

Bar Admissions

New York