



Contact

Paresh Trivedi

Senior Counsel

New York

+1.212.969.3166

ptrivedi@proskauer.com

Paresh Trivedi is a member of the Firm's Technology, Media & Telecommunications and Privacy & Cybersecurity Groups.

Lauded by *The Legal 500* as a leading next generation technology transactions lawyer and by *Cablefax* as a top media and communications lawyer, Paresh represents clients across a broad range of industries including entertainment, television, communications, Internet/e-Commerce, life sciences and pharmaceuticals, sports, banking and financial services, publishing, manufacturing, retail, professional services and advertising.

Recent examples of Paresh's work include representing Altice USA in its high-profile distribution deal with Disney-ESPN, which included the launch of both the SEC Network and the ACC Network, expected collaboration on ESPN's director-to-consumer offering and leveraging of Altice USA's data analytics platform; Discovery Communications in connection with its joint venture with The Enthusiast Network (TEN), which combined Discovery's Velocity linear network with TEN's Motor Trend On-Demand service; and representing traditional cable television operators in connection with cutting edge transactions reflecting the convergence of traditional and new media video distribution platforms through the licensing and integration of Internet-delivered

video software applications on in-home set-top box environments. In the life sciences area, Paresh represents clients in licensing, research collaboration, manufacturing, marketing and other agreements involving the commercialization and development of biotech and pharmaceutical products.

As a practical and business-minded lawyer, Paresh works closely with internal corporate legal departments, CIOs and CTOs and business and operational personnel to structure and negotiate business-critical technology, outsourcing, e-commerce, enterprise resource planning, cloud computing and intellectual property transactions. He assists offline businesses and “brick and mortar” retailers in developing online strategies related to advertising, e-Commerce, social media utilization, and digital content distribution. In addition, Paresh counsels clients on privacy and cybersecurity matters and is certified by the International Association of Privacy Professionals (IAPP) as a Certified Information Privacy Professional (CIPP/US).

Paresh also represents sports properties and sponsors in the negotiation of sponsorship and endorsement agreements including naming rights agreements, founding sponsor agreements, in-arena/stadium advertising arrangements (including ambient media promotions), tournament title sponsor agreements and athlete endorsement agreements.

He is a regular speaker and writer on media and technology issues. Since 2009, Paresh has guest lectured annually on drafting and negotiating e-Commerce contracts for Fordham Law School’s e-Commerce law course.

In recognition of his dedication to pro bono service, Paresh has been recognized as an Empire State Counsel by the New York State Bar Association and has been a recipient of the Firm’s Golden Gavel award for exceptional commitment to pro bono service. Paresh serves on the Executive Committee and the Board of Directors of The Center of Arts Education and is a member of the Board of Governance of the Indus University, a leading technology and engineering university in Gujarat, India.

[Close](#)

Matters

Some representative matters that Paresh has handled include:

- Ongoing representation of cable television networks and distributors in the negotiation of affiliation, retransmission consent, video-on-demand, pay-per-view and TV Everywhere agreements.
- Representing one of the largest art museums in the world in the drafting and negotiation of contracts relating to the development and hosting of their online e-commerce gift store including integration of the online store with backend payment processing, inventory management and order fulfillment systems.
- Advising the largest magazine publisher in the United States in a transaction estimated to generate approximately \$100 million in advertising revenues for the client through the provision of contextually targeted advertising on proprietary web sites reaching 19 million unique visitors per month.
- Representing a major motion picture studio in the procurement of software licenses and related hosting services in connection with two \$100 million motion picture productions.
- Representing a client in the acquisition of naming rights for an NBA arena and related team sponsorship arrangements.
- Representing a global luxury fashion brand in a complex logistics outsourcing agreement for order fulfillment, management of inventory and warehouses and administration and processing of sales, returns and exchanges for all online purchases made on the client's proprietary online e-Commerce site.
- Representing a global investment bank in a sponsorship and endorsement deal of a professional golfer.
- Representing a global financial institution in the multi-year renewal as title sponsor of an annual PGA Tour-sanctioned tournament.
- Representing the largest direct-to-consumer distributor of media products in the

United States and Canada in a comprehensive IT infrastructure outsourcing agreement with one of India's largest IT services companies.

- Representing Regenerex LLC in an exclusive license and research collaboration agreement with Novartis for the research, development, manufacturing and commercial use of Regenerex's novel allogeneic hematopoietic stem cell based therapy platform.
- Representing a global professional and academic publishing and information services company in the acquisition of medical consulting business and related intellectual property assets comprised of clinical practice guidelines for nursing and allied health professionals.
- Drafting and negotiating agreements for hosting, website development, content management, and other related services on behalf of a financial cable television network's launch of a proprietary interactive web site.
- Representing clients in the use and procurement of Software as a Service (SaaS), Platform as a Service (PaaS), Infrastructure as a Service (IaaS) and similar on-demand computing solutions.

Practices

Privacy & Cybersecurity, Copyright, Intellectual Property

Industries

Life Sciences, Entertainment, Technology, Media & Telecommunications, Sports

Education

American University Washington College of Law, J.D., 2001

American University, Washington, D.C., M.A., 2001

(International Economic Policy)

University of Toronto, B.A., 1998

With Honors

Admissions & Qualifications

New York

Admitted as a Solicitor in England and Wales (non-practicing)

Court Admissions

U.S. District Court, New York, Eastern District

U.S. District Court, New York, Southern District

Memberships

The Center for Arts Education – Board Member 2015 - present

Law Society of England & Wales, 2005 – present

Indus University / Indus Institute of Technology & Engineering (Gujarat, India), Member
– Board of Governance, 2012 – present

New York City Bar (Standing Committee on Information Technology Law), 2009 – 2011

South Asian Bar Association of New York (Vice-President of Private Sector and In-
House Attorneys), 2010

South Asian Bar Association of New York (Director), 2011 – 2014

South Asians In Media And Marketing Association

International Association of Privacy Professionals

Awards & Recognition

Cablefax: Top Lawyer (Media and Communications) 2017-2018

The Legal 500 United States: Technology: Transactions: Next Generation 2017-2018

The Legal 500 United States: Telecoms and Broadcast 2018

The Legal 500 United States: Media and Entertainment 2018

The Legal 500 United States: Media, Technology, and Telecoms: Technology:
Outsourcing 2014

