

Meet Seth Berman: The Business Behind the Brand

FEATURED ATTORNEY



Seth L. Berman

Partner

Previously published in the January 2026 edition of Roslyn Living

How Abrams Fensterman's Commercial Litigation and Intellectual Property Partner Protects Innovation, Creativity & Commerce Across Long Island and Beyond

For Roslyn's business leaders, innovation and protection go hand in hand. Whether expanding a company, managing a brand, or navigating today's fast-changing marketplace, success demands more than vision—it requires legal foresight and business strategy.

That's where [Seth Berman](#), Partner at [Abrams Fensterman, LLP](#), comes in. Based in the firm's Lake Success office, Berman serves as both a commercial litigator and trusted advisor, representing companies, entrepreneurs, and professionals in complex business disputes, intellectual property protection, and entertainment law.

Mastering Complex Commercial Litigation

At his core, Berman is a strategist for the business world's most high-stakes challenges. As a nationally recognized Complex Commercial Litigator, he represents clients in matters involving contracts, shareholder disputes, employment issues, business torts, non-compete agreements, and regulatory conflicts. His clients include Fortune 100 corporations, healthcare systems, real estate developers, manufacturers, and financial institutions—all turning to him when the future of their business is on the line.

His courtroom victories are equally impressive. Berman has obtained multi-million-dollar verdicts, judgments, and arbitration awards, including:

- Obtaining a complete victory for a charitable organization over a real estate development project worth over \$300
- A \$3.8 million arbitration award for a New York apparel company in a breach of non-compete case.

- A seven-figure judgment for a healthcare investment group on a contract dispute.
- A complete defense victory for a major hospital system in a multi-million-dollar breach of contract claim.

“Business disputes are not just about winning cases,” Berman says. “They’re about protecting what people have built—preserving partnerships, reputations, and long-term enterprise value.”

His approach is both tactical and preventative. In addition to litigation, Berman counsels companies on risk management, compliance, insurance coverage, and dispute avoidance strategies, ensuring clients stay ahead of problems before they escalate.

Where Business and Creativity Converge

Berman’s legal acumen extends beyond the boardroom into the world of intellectual property and entertainment law, where he is equally renowned. A former record producer and label executive, he brings a rare blend of business intellect and creative insight to his legal work.

As Director of Abrams Fensterman’s [Intellectual Property and Entertainment Law Practice](#) Group, he represents Grammy Award-winning artists, media companies, manufacturers, and content creators in matters involving copyright, trademark, licensing, and digital media. His experience includes representing:

- BMG Rights Management in a copyright infringement case involving the hit song “My Humps” by the Black Eyed
- The estate of the Notorious I.G. in successfully defeating two copyright infringement lawsuits.
- A global beverage company in negotiating a celebrity endorsement and music licensing deal with Stevie Wonder for a Super Bowl ad.

From negotiating global IP licensing deals to defending complex infringement claims, Berman’s clients rely on him for his ability to merge creative sensibility with legal precision.

Navigating the New Age of Intellectual Property

In today’s rapidly evolving digital world, where artificial intelligence and automation blur the lines of authorship, Berman is one of the few attorneys addressing the intersection of AI, creativity, and copyright law.

As featured in [Long Island Business News](#), he recently discussed the implications of AI-generated art, music, and written content:

“Every wave of technological change brings both challenges and opportunities. AI is no different. For artists and business owners, the legal questions it raises will define the industry’s future.”

From copyright portfolio management and royalty maximization to AI-driven brand protection, Berman and Abrams Fensterman’s team ensure that innovation—and ownership—remain in the right hands.

A Trusted Partner for Roslyn’s Business Community

Located just minutes from Roslyn, Abrams Fensterman, LLP has grown from a boutique firm into one of New York State's most respected full-service law firms, with more than 120 attorneys across offices in Lake Success, Brooklyn, White Plains, Rochester, and Albany.

For Roslyn's entrepreneurs, executives, and investors, the firm represents more than legal counsel—it's a strategic partner.