



Ronald S. Bienstock

PARTNER

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BIOGRAPHY

Ronald S. “Ron” Bienstock, attorney, and musician, joined Scarinci Hollenbeck after running his successful boutique entertainment and intellectual property law firm, Bienstock & Michael, LLC, for 30 years. A corporate, entertainment, and intellectual property practitioner, he represents various businesses as well as music instrument manufacturers and songwriters, producers, recording artists, and musicians. As one of the most influential lawyers in the music business, Ron has a lifetime of accomplishments in the entertainment industry. Among his many landmark legal precedents, both international and domestic, was a trademark victory against Fender Musical Instruments Corporation. Representing 17 guitar manufacturers in the trademark opposition proceeding against Fender, Ron successfully argued that Fender should not be allowed trademark registrations to three key guitar and bass body shapes. It is the leading case on the issue in the U.S. Ron was amongst the first music attorneys to create intraband agreements and bifurcated major label and publishing agreements.

Mr. Bienstock has been a guest lecturer for music business programs at Ithaca College, the Alaska Bar Association, USC Thornton School of Music, Benjamin N. Cardozo School of Law, Seton Hall Law School, William Paterson University, Rutgers Law School, Berklee College of Music, Chicago Kent College of Law, Sabian / Sen, NAMM and many other schools and organizations.

Mr. Bienstock has represented such writers, photographers, producers, professional esports players, film companies and recording artists as Billy Joel, Joe Satriani, Living Colour, Goo Goo Dolls, Simple Plan, Dream Theater, Winger, King Diamond, Mercyful Fate, Porcupine Tree, Steven Wilson, Greg Phillinganes, Joe Bergamini, Shawn Patterson (“Everything Is Awesome”), Peggy Stanziale, Beth Hart, King Crimson, Carmine Appice, Darryl Jones, Bernard Fowler, 24/7 Spyz, Steve Morse, Rod Morgenstein, David Ellefson, Steven Haigler, Leslie West, Mountain, Bobby Sanabria, Quicksand, Sick Of It All, Shelter, Murphy’s Law, Liquid Tension Experiment, HAWA, 22 Brides, DMB the Vibes, Daru Jones, Jane Getter, John Petrucci, Kodiak, Nektar, Doug Wimbish, Warzone, Haken, Little Anthony & the Imperials, Agnostic Front, Richard Howell, Ken Hensley, Atlas Gray, Robeone, Bent Knee, Tony Pasko, Barrett Strong, Gordon Bahary, Thomas “ZooMaa” Paparatto, Thank You Scientist, Falset, A Deer A Horse, Stryper, Mach Five, The Offering, Dixie Dregs, Richard Danielpour among many others.

Former general counsel to Hoshino, the manufacturer of Ibanez Guitars electronics and Tama drums, Ron’s clients include Peavey, Burns of London, Gruhn Guitars, Collings Guitars, Guild Guitars, Warmoth Custom Guitar Parts, Dean Guitars, Caparison Guitar Co., Solo Music Gear, ESP Guitars, Sadowsky Guitars, Hipshot Products, Kyser, Schecter Guitars, EMG, Fishman, Washburn, World Musical Instrument Co., John Hornby Skewes & Co., EA Amps, Michael Tobias Designs, Framus & Warwick, Xvive USA, Saga Music Instruments, Veillette Guitars, James Trussart Guitars, JHS Pedals, Kala Brand Music Co., DiMarzio, La Bella Strings, Benedetto Guitars, W.D. Music Products, Elrick Bass Guitars, Tradition Guitars, Cannonball Musical Instruments, JAM Industries USA, The Music Zoo, KMC Music, Novax Guitars, Shenzhen Mooer Audio Co., NS Designs. Cort Musical Instruments Co., Seger Guitars, Mosrite USA, Lokenob, Chafin Guitars, Fodera Guitars, Empirical Labs, D’Andrea Inc., Heritage Guitars, Miki Musical Instruments Co., Lokai, Carlino Guitars, Fu-Tone, Inc., Fodera Guitar Partners, F Bass, NBE Corp., Traveler Guitar, Phantom Guitars Works, Eastman Music, AXL Musical Instruments Co., Daisy Rock Dynasty, Magnatone, Seger Guitars, Lucky Dog Custom Guitars, Soloette, Win-D-Fender, Artist Guitars, Rockin’ Roll Relics, Phantom Guitar Works, Catedosa Guitars, Roman Guitars, TV Jones, Chapman Guitars, Dingwall Guitars, and JodyJazz, Inc.

As a performing and recording musician, Ron has performed with various major recording artists. He co-founded “The Suits” and has appeared on Conan O’Brien and CNBC. He also records and performs with former Renaissance guitarist, Ryche Chlanda, in Ryche Chlanda and Flying Dreams. The band has released two LP’s on Sony / The Orchard / TransGlobal Records.

ACCOLADES, APPEARANCES AND HONORS

Ron has appeared in numerous newspapers, magazines, and online publications across the country, including the ABA Journal, Arizona Republic, California Chronicle, SmartMoney, Forbes, Bergen Record, Yahoo! Finance, Entrepreneur.com, Res Ipsa Magazine, Music and Sound Retailer, and New Jersey Savvy Living.

In 1991, Ron was voted one of the top 100 “Most Influential People in The Music Business” by BAM Magazine and in 2016 was voted one of the “Most Influential People” by 201 Magazine. Ron is one of the few attorney voting members for the Grammys (NARAS).

Ron has been published in the New York Law Journal, on musicplayer.com, and NYSBA's Entertainment, Arts, and Sports Law Journal. He has written a monthly column for Guitar Magazine and GetSigned.com and has also written guest editorials for Musical Merchandise Review (MMR) Magazine. Interviews, editorials, and other articles featuring Ron appeared in NJ Biz, Music Inc. Magazine, Performer Magazine, MusicianCoaching.com, Premier Guitar Magazine, Playback Magazine, MusicRadar.com, and The Morning Call.

TEACHING/LECTURING

Ron has taught Entertainment Law as an adjunct professor at New York University SCPS Program and is a frequent guest lecturer for various graduate and undergraduate schools at NYU. Ron has also been a music business and intellectual property commentator for CNN, NPR, Air America Radio, WBAI, Barely Legal Radio, Tech TV and has been a guest lecturer, instructor and panel moderator for BMI, ASCAP, CMJ, NEMO, SXSW, NAMM, PMA, RPMDA, the New Jersey Videographers Association, the Florida Music Conference, Miami Music Conference, Atlantic Records' A&R University, the On-Line Music Conference, Lawline the New York State Bar Association, the New Jersey State Bar Association, the Alaska State Bar Association, Benjamin Cardozo School of Law, St. John's School of Law, Rutgers School of Law, Seton Hall Law School, Ithaca College, William Paterson University, and many other organizations and universities.

BAR ADMISSIONS

- New York
- New Jersey
- Washington State (inactive)
- Federal District Court of New Jersey
- U.S. District Courts
 - Northern District of New York
 - Southern District of New York
 - Eastern District of New York

EDUCATION

- California Western School of Law, J.D.
- Hobart College, B.A.
- Attended Cambridge University (Graduate Program)

PROFESSIONAL MEMBERSHIPS

- National Association of Recording Arts and Sciences (Voting Member)
- New York State Bar Association
- American Bar Association
- New Jersey State Bar Association
- Washington State Bar Association
- Montclair State University, Adjunct Professor

AWARDS & RECOGNITIONS

- Bergen Magazine, Bergen County Top Lawyers, 2021

REPRESENTATIVE MATTERS

(Trademark Trial and Appeal Board, USPTO)

- Represented numerous guitar manufacturers in one of the largest United States trademark oppositions to applicant's registration for product configuration trademarks in three guitar body shapes. Successfully opposed Applicant's registrations by proving that the body shapes were not distinctive and had become generic. No appeal was made in this precedential TTAB decision.

(United States District Court, Central District of California)

- Represented musical instrument manufacturer against major US guitar brand in infringement suit. Obtained full dismissal of the case for client after start of trial.

(NJ Superior Court)

- Represented founding band member and shareholder in a precedential suit against other band members and the corporate entity for breach of shareholder agreement and for failure to distribute profits. Obtained both money damages and attorney's fees.

(United States District Court, Middle District of Florida)

- Represented a US musical instrument distribution company in a precedential lawsuit against a foreign musical instrument manufacturer for breach of distribution contract. Successfully defeated a motion to dismiss for lack of jurisdiction and negotiated favorable settlement for client.

(United States District Court, Central District of California)

- Successfully defended toy manufacturer in product configuration trademark infringement lawsuit by prominent doll manufacturer.

(United States District Court, Eastern District of New York)

- Successfully obtained dismissal for clients – studio, producer and engineer – in landmark music sampling litigation.

(United States District Court, Southern District of New York)

- Successfully defended clients sued by giant entertainment conglomerate and achieved favorable settlement from Plaintiffs for copyright infringement.

(Trademark Trial and Appeal Board, USPTO)

- Successfully fought in the Trademark Trials and Appeals Board to recover and secure federal trademark registration for the name for one of the founding rock bands from the 1950's.

(United States District Court, Northern District of New York)

- Successfully defended foreign custom guitar parts builder in trademark litigation against large guitar manufacturer.

(United States District Court, District of New Jersey)

- Represented songwriter in a copyright termination and breach of contract action against music publisher. Secured

termination and a settlement from publisher.

(EU General Court)

- Represented German-based guitar manufacturer in a successful cancellation proceeding against a major US guitar brand. Upheld by EU Board of Appeal.