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Peter Hoppenfeld is widely recognized as a “go to” attorney and advisor in the representation of direct and digital marketers, speakers, authors, information marketers, “thought leaders,” entrepreneurs and domestic and international training companies and their founders in all aspects of their legal and business affairs. Peter is a seasoned transactional, commercial attorney with direct marketing, internet marketing, distribution, licensing, marketing, branding and operational expertise.

On a daily basis, Peter helps authors, speakers, entrepreneurs, business owners and thought leaders create effective marketing, merchandising and expansion strategies. His mission is to rapidly, smartly, and strategically grow people’s businesses and help them reach revenue goals. Peter’s been described as “a lawyer who understands marketing and a marketer who happens to be a lawyer”.

PRACTICE

- Intellectual Property
- Foreign & Domestic Patents
- Contracts
- Acquisition Diligence
- Marketing
- Merchandising
- Transactions
- Expansion Strategies

BAR & COURT ADMISSIONS

- New York Bar; U.S. Patent and Trademark Office;
- New York State
- U.S. Supreme Court