

PETER J. ROSENE

Member

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HONORS & AWARDS

- Best Lawyers: Ones to Watch®, 2024-2027, Intellectual Property Law; Litigation - Intellectual Property
- Kentucky Super Lawyers: Rising Star®, 2022-2025, Intellectual Property

PRIMARY PRACTICE

Infringement Litigation

Intellectual Property

Trademarks

Copyright

Commercial and Business Litigation

DMCA Agent Services

Intellectual Property and Corporate Transactions

ADDITIONAL PRACTICE EXPERIENCE

Advertising and Entertainment Law

Data Privacy, Security and

As an intellectual property attorney, Pete Rosene learns something new every day. This unique area of law presents fresh challenges with each new client and case. Driven by his legal and academic curiosity, Pete continually seeks deeper knowledge to tackle the complex legal puzzles he encounters, building on his already extensive understanding of the often esoteric field of intellectual property law. His clients value his creativity, attention to detail, and ability to explain complex legal concepts in terms that are easily understood. Pete's skills in writing, research, and problem-solving enable him to assist clients in registering and protecting their intellectual property, while also achieving the best possible outcomes in cases that require litigation.

Based in Louisville, Kentucky, Pete's law practice extends across the country. Regardless of the matter at hand, he is prepared to help his clients navigate and succeed in the challenging world of intellectual property law.

In his free time, he enjoys watching movies and attending concerts. He also enjoys the great outdoors, spending time hiking and camping.

Technology

Estate and Trust Litigation

Right of Publicity

ADMISSIONS

Kentucky, 2017

U.S. District Court Western District of Kentucky, 2018

U.S. District Court Eastern District of Kentucky, 2018

U.S. District Court Southern District of Indiana, 2018

U.S. District Court Northern District of Illinois, 2023

U.S. Court of Appeals for the Federal Circuit, 2023

U.S. Court of Appeals for the 6th Circuit, 2023

CLERKSHIPS

Judge Ernesto Scorsone

EDUCATION

J.D., University of Kentucky College of Law, 2017

- Editor-in-Chief, *Kentucky Journal of Equine, Agriculture & Natural Resources Law*
- Business Law Society, Member

B.A., Indiana State University, 2012

- Majors: Political Science and Legal Studies
- Honors: *magna cum laude*

For more insight into the world of intellectual property and its day-to-day application, subscribe to our podcast, Protected Thoughts, from the minds of Pete and the McBrayer IP team:

CAPABILITIES, SUCCESSES, AND ASSIGNMENTS

- Files copyright registrations with the U.S. Copyright Office
- Files trademark registrations with state trademark offices and the U.S. Patent and Trademark Office.
- Represents clients in trademark litigation at the administrative level with the Trademark Trial and Appeal Board, namely trademark cancellations and oppositions.
- Represents clients in copyright, trademark, and patent infringement litigation – plaintiff and defendant – in federal courts around the nation.
- Protects clients' right to publicity via litigation.
- Drafts contracts, namely assignments, licenses, or other transfers of intellectual property ownership.
- Represents clients in corporate and business tort litigation.

Published Cases:

- *House v. Players' Dugout, Inc.*, 440 F. Supp. 3d 673, 679 (W. D. Ky. 2020)

Professional Activities

International Trademark Association (INTA)

Non-Traditional Marks Committee, 2022 – Present

Bulletin Committee, 2020 – 2022

Louisville Bar Association, Chairman, Intellectual Property Section, 2020-2022

News

IN THE MEDIA: McBrayer ranked 4th largest Intellectual Property firm in Louisville
August 28, 2026

IN THE MEDIA - Fifty McBrayer Attorneys Recognized by *Best Lawyers® for 2027*
August 20, 2026

McBrayer Intellectual Property teams attends INTA in London
May 6, 2026

Celebrating Excellence: 40 McBrayer Attorneys Recognized by Super Lawyers
December 16, 2025

McBrayer PLLC Achieves Record-Breaking Recognition in *Best Lawyers in America® 2026*
August 21, 2025

Leading the Way in Legal Excellence: 38 McBrayer Attorneys Honored in 2025 Super Lawyers and Rising Stars Lists
December 17, 2024

McBrayer Names New Practice Head in Intellectual Property
October 15, 2024

New Record Set: 51 McBrayer Attorneys Honored in Best Lawyers 2025
August 15, 2024

McBrayer's Intellectual Property Attorneys Create Podcast, *Protected Thoughts*!
May 15, 2024

McBrayer Earns Record Number Named to Super Lawyers Lists for 2024
January 9, 2024

Another Record! 49 McBrayer Attorneys Named to Best Lawyers® 2024
August 17, 2023

25 McBrayer Attorneys Named to Super Lawyers and Rising Stars Lists for 2023
December 29, 2022

Attorney Peter Rosene Quoted in *Business Lexington*
September 22, 2022

22 McBrayer Attorneys Recognized in 2022 Edition of Super Lawyers
December 30, 2021

McBrayer's Intellectual Property Practice Area Makes Business Lexington's BizList
Business Lexington, October 2019, September 26, 2019

How One Lawyer is Trying to Make It in a Specialized Practice by Peter J. Rosene
Louisville Bar Association's Louisville BarBriefs, August 7, 2019

Our Louisville Office is Growing and on the Move
July 1, 2019

Be Careful What You Share: If it's on the internet, it's probably protected intellectual property
December 3, 2018