



## Eric Breitman

Partner | New York

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### Areas of Practice

Corporate Law | Consumer Products | Cybersecurity and Data Privacy | Entertainment International Law | French Practice | Fund Formation | Intellectual Property | Korea Practice | Mergers and Acquisitions | Securities

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Eric Breitman is a Partner in the Corporate Practice of Smith, Gambrell & Russell, LLP.

For over 25 years, Mr. Breitman's practice has focused on advising multinational corporations, focusing on the areas of beauty, fashion, luxury goods, beverage alcohol and other consumer products companies, financial services organizations, life sciences organizations, entertainment and new media, and individual strategic investors in the areas of corporate finance, commercial law, intellectual property, entertainment privacy, cybersecurity, and information management.

Mr. Breitman's areas of expertise include mergers & acquisitions, securities, international commercial agreements, corporate finance, information governance, compliance, and regulated areas such as cosmetics, food and drugs and cybersecurity. His clients rely on his guidance on negotiation and growth strategies, managing cross-cultural business dealings, and presenting risk analysis for business decision-making.

Mr. Breitman has experience serving as outside general counsel for clients in all stages of growth, as well as serving as of counsel in mid-sized law firms in New York. For close to fifteen years, he served as Vice President, Assistant General Counsel at Coty Inc., a global, publicly-traded beauty company, based principally in New York, Paris and Geneva, focusing on corporate, commercial, intellectual property licensing and protection, technology, and regulatory matters. He was also General Counsel for Lokai, a start-up lifestyle and accessories brand.

Mr. Breitman received his J.D. from Fordham University School of Law, and holds a B.A. in Political Science from Colgate University.

## Experience

- Represented the U.S. subsidiaries of an Israeli parent company in connection with the company's bank refinancing with a Canadian subsidiary of an American multinational financial services corporation.
- Served as outside general counsel to companies in the beauty, fashion, luxury goods, marketing, technology and food and beverage industries.
- Advised both international and domestic fashion design houses and beauty and apparel companies on various legal matters concerning their lines of high-end products.
- Advised global beauty manufacturer in negotiations of a joint venture with a leading Korean home and housewares company for the manufacture, distribution and sale of fragrance and beauty products in Korea.
- Represented multiple sophisticated investors in the beauty and luxury goods space with regard to their strategic investments in a wide array of companies, ranging from start-ups to well-formed enterprises.
- Advised numerous companies, international and domestic, regarding corporate formation structure, governance, compliance, and finance matters.
- Advised a multimedia, music and entertainment company in a corporate restructuring leading to an inbound strategic investment from a global industry leader.
- Served as outside general counsel to startup organic tequila company on all day to day operational, governance, and finance matters.
- Advised various clients in the packaged goods and food and beverage industries on multiple legal matters affecting day-to-day operations, including licensing, distribution, and finance.
- Advised and negotiated strategic acquisitions for rapidly growing logistics and service delivery companies, directly contributing to their successful growth and expansion.
- Advised numerous U.S. and Canadian companies on General Data Protection Regulation (GDPR) compliance, providing counsel on how to implement best practices and what steps should be taken in the case of a data breach.
- Negotiated podcasting agreements for podcast hosts and producers.
- Represented producers and talent in negotiations with television, film and production companies.

## Admissions

New York

## Memberships

Sports Health Institute, Advisory Board Member

Israeli-American Council

French-American Chamber of Commerce

## **Publications**

Speaker, "Corporate Law Issues for Overseas Investors," Israeli-American Council (IAC) EDGE UP Young Professional's Summit, November 20, 2022

## **Languages**

French