



## Moritz Masberg

Partner | New York

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### Areas of Practice

Corporate Law | International Law | German Practice

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Moritz Masberg is a Partner in the Corporate Practice of Smith, Gambrell & Russell, LLP.

Mr. Masberg represents European clients in corporate and commercial law matters, with a particular focus on setting up U.S. subsidiaries and transatlantic joint ventures. He specializes in assisting small and medium-sized enterprises (SMEs) entering the U.S. market, providing targeted advice to a wide variety of businesses, including those in the automotive, machinery, fashion, food and beverages, logistics, chemical, healthcare, cosmetics, software, and defense industries.

One of Mr. Masberg's key focuses involves safeguarding European company clients and their executive management from liability in the U.S. He also handles trade law matters, including import and regulatory compliance, as well as the establishment of distribution networks. Prior to joining SGR, Mr. Masberg was a Corporate Attorney at H. Roske & Associates LLP where he advised on distribution strategies, IP licensing and enforcement, product liability protection, data privacy (GDPR, CCPA, CPRA), corporate and finance matters, employment law, business immigration, and import and trade-related matters.

Mr. Masberg graduated cum laude from Fordham University with a master's degree in Intellectual Property and Information Technology Law and is admitted to practice law in both New York and Germany.

### Admissions

German Bar

New York

## Representative Experience

- Negotiated a multi-million-dollar settlement for a Formula 1 team in a sponsorship dispute, saving the client hundreds of thousands in legal fees.
- Advised on a wide range of commercial agreements—from routine contracts to long-term framework partnerships exceeding \$25 million—for DACH (comprising of Germany, Austria, and Switzerland) clients working with public entities and Fortune 100 companies across tech, retail, automotive, and finance sectors.
- Served as lead counsel throughout 12 simultaneous claims before the U.S. Copyright Claims Board (CCB), managing all phases from initial investigation and cease-and-desist notices through filing and settlement, successfully avoiding substantial litigation costs.
- Acted as lead counsel in the acquisition of a U.S. family-owned business by a French-German manufacturer specializing in gearboxes and drive technology.
- Co-chaired an international arbitration on behalf of a German pharmaceutical company in a commercial dispute with a Chinese-American firm.
- Structured and negotiated joint ventures between manufacturers and service providers from the DACH region and U.S. partners in the food, plastics, logistics, and energy industries.
- Represented dozens of globally recognized brands in hundreds of enforcement actions involving counterfeits, cybersquatting, and grey market imports.
- Co-chaired the defense of Fair Labor Standards Act (FLSA) claims in the Eastern District of New York, achieving a settlement for 20% of the original claims.
- Advised international non-food suppliers to leading German supermarket chains on U.S. failure-to-warn risks in product documentation.

## Languages

German

## Memberships

The German American Trade Association ([AmericanTrade.Org](http://AmericanTrade.Org))

Coöperatie SNB-REACT U.A. ([REACT.Org](http://REACT.Org))