



Peter E. Broadbent Jr.

Partner

Intellectual Property
Legislative Advocacy
Cable Television
Communications and Media
Business Organizations and Corporations

901 East Cary Street, Suite 1800
Richmond, Virginia 23219-4037
804.697.4109 phone
804.697.6109 fax
pbroadbent@cblaw.com

Peter E. Broadbent Jr.'s areas of practice are general business law, communications law (particularly cable television law), intellectual property (trademark, copyright, licensing and Internet law) and government relations law. He has extensive experience in numerous acquisitions and divestitures, particularly in the communications and health care fields, and related issues such as shareholder and non-compete agreements. He is also experienced in film and publishing entertainment law issues.

Mr. Broadbent is a member of the firm's Executive Committee, and serves as chair of both the Christian & Barton Business and Intellectual Property practice areas.

Representative Trademark/Copyright Matters

- Filing and prosecution of federal trademark applications with the USPTO, and obtaining international protection directly through Madrid Protocol filings with WIPO, and working with local counsel in foreign countries.
- Assisting clients in selection of trademarks through analysis of search reports.
- Negotiation of licensing agreement for US and foreign trademarks.
- Sending out and responding to cease and desist letters alleging trademark infringement, and filing or defending Opposition and Cancellation proceedings at the USPTO, and negotiating settlement and co-existence agreements.
- Assisting clients in preparing and filing applications for copyright registration; advice on fair use and copyright term issues for existing copyrights.

Representative Legislative Issues

- Drafting legislation and participation in negotiations with other industries and lobbying General Assembly members.
- Monitoring legislation, identifying issues and drafting amendments and participation in negotiations and lobbying General Assembly representatives to address broad language in specific bills that would have impacted clients.

Representative Communications Issues

- Preparing comments in agency rulemaking proceedings at the federal and state levels.
- Advice to clients on compliance with state and federal laws.
- Negotiation of easement agreements and access agreements for installation of communications lines.
- Representation in communications tax issues.

Representative Business Matters

- Negotiation of partial sale of business assets, including intellectual property.
- Negotiation of software license agreement.
- Negotiation of film location agreement.
- Negotiation of book publishing agreement.

EDUCATION

University of Virginia School of Law, J.D., 1976

Duke University, B.A., History, 1973

St. Christopher's School, 1969

ADMISSIONS

Virginia

RECOGNITIONS

- ***The Best Lawyers in America***®

Trademark Law, 2018-2022

- **Virginia Super Lawyers**

Intellectual Property, 2017-2022

Utilities Law, 2006-2016

- **Legal Elite (*Virginia Business*)**

Intellectual Property Law, 2000-2003, 2006-2010, 2012-2015

Legislative/Regulatory/Administrative Law, 2011

Business Law, 2003, 2005

- **Virginia Cable Telecommunications Association's Virginia Cable Hall of Fame, 2019**
- **Virginia Cable Telecommunications Association Associate Member of the Year Award, 2009**
- **National Genealogical Society, President's Citation, 2010**
- **Who's Who in America, 2008-present**

PUBLICATIONS/PRESENTATIONS

- Mr. Broadbent has spoken at legal or other programs on topics such as cable television law, internet law, copyright law and access to public records.
- Author, various business/intellectual property law articles in *Virginia Business Law*
- Author, *Business Law Update 2000*, University of Richmond Law Review
- Author, *Cable Television Franchising in Virginia* (2002)

PROFESSIONAL AFFILIATIONS

• **Virginia State Bar**

Business Law Section, Chair, 2005-2007; Vice chair, 2003-2005; Member, Board of Governors, 1997-2010; Virginia Business Law Editor, 1995-1998

Intellectual Property Section

Committee on Public Information, past Chair

• **Virginia Bar Association**

Business and Intellectual Property Law Sections

• **The Bar Association of the City of Richmond**

• **Greater Richmond Intellectual Property Law Association**

• **Federalist Society**

Advisory Board, Virginia Chapter

Member, Corporations, Intellectual Property and Telecommunications Group

• **International Trademark Association**

• **Republican National Lawyers Association**

COMMUNITY INVOLVEMENT

• **Library of Virginia**

Board Member (by gubernatorial appointment), 2010-2015 and 1996-2006; Chair, 2014-2015 and 2003-2004; Executive Committee Member, 2013-2015 and 1997-2005

• **Library of Virginia Foundation**

Board Member, 2016-present, 2014-2015 and 2003-2004

• **Virginia Bicentennial of the American War of 1812 Commission**

Member (by General Assembly appointment), 2008-2015

• **James Monroe Law Office Museum and Memorial Library**

Board of Regents (by gubernatorial appointment), 2011-present

• **Greater Richmond Chamber of Commerce**

Business Leaders Roundtable Program, Former Director

• **Greater Richmond Chamber/City of Richmond Business Visitation Program**

Former Chair

• **Presidential Elector**, 7th Congressional District, 2004

• **Virginia Electoral College**, President, 2004

• **State Central Committee**, Republican Party of Virginia, Member, 2001-2003

• **Seventh District Committee**, Republican Party of Virginia, Member, 2001-2011

• **Alternate Delegate**, Republican National Convention (Tampa), 2012

• **Richmond City Republican Committee**, Member, 1973-present

• **Virginia Genealogical Society**, Director and Former President

• **National Genealogical Society**, Former Director

• **James Monroe Memorial Foundation**, Director and Vice President

• **Friends of the Virginia State Archives**, Director

• **Sons of the Revolution in the Commonwealth of Virginia**, Board of Managers, 2009-2012

• **Society of Colonial Wars in Virginia**, Director and Former Governor

- **Virginia Society of the War of 1812**, Director and Officer
- **Genealogical Research Institute of Virginia**, Director and Former President
- **Virginia World War One Commemoration Foundation**, Director and Officer
- **Virginia Coalition for Open Government**, Member, Coalition Partners Advisory Panel
- **Duke University Alumni Admissions Committee, Richmond Chapter**, Former Member
- **St. Christopher's School**, Alumni and Former Parent Volunteer
- **Collegiate School**, Former Parent Volunteer
- **Richmond SAR Chapter**, Director, 2016-present; Former Vice President
- **Tuckahoe YMCA Indian Guides/Princesses**, Former Tribal and Nation Leader
- **Troop 444, B.S.A.**, Former Volunteer
- **Richmond Teams for Progress**, Former Director and Vice President
- **First Presbyterian Church**, Former Deacon and Sunday School Teacher