

Barry J. Bendas

Counsel

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Barry leverages extensive experience in U.S. and cross-border corporate transactions and high-tech sectors, providing strategic counsel to public and private companies, venture capitalists, and investors in complex deals and securities offerings.

OVERVIEW

Barry represents domestic and international clients involved in mergers and acquisitions, public and private offerings of securities, financings, joint ventures, sales, asset-based lending transactions, corporate governance matters, and competition and supply chain issues. He also advises on licensing, privacy/data protection, and technology law matters, including internet, software, SAAS and IAAS solutions, and computer-related transactions.

Barry represents public and private companies involved in manufacturing and distribution, technology firms, and investors in various sectors, including data analytics, data science, computer software implementation and consulting, cosmetics and pharmaceuticals, consumer electronics, and fashion. He is frequently called upon as counsel to negotiate mergers and acquisitions, supply and distribution agreements, debt and equity financings, joint ventures, long-term licenses, and secured and asset-based lending transactions.

REPRESENTATIVE MATTERS

- Negotiated the acquisition of a European consumer electronics company by a U.S.-based client, overcoming complex regulatory and compliance challenges, which significantly expanded the client's market presence.
- Represented a medical device company in a \$150 million public securities offering, resolving compliance challenges, and enabling the company to fund critical new product developments.
- counseled a leading global consumer electronics manufacturer on restructuring its U.S. distribution network.
- Assisted a venture capital firm with a \$50 million investment in a startup focused on voice recognition technology, navigating intricate investment terms and intellectual property rights.
- Drafted and negotiated the terms of a joint venture between a U.S. fashion brand and an international textile manufacturer, resolving contractual disputes and enabling cross-border operations.
- Advised a telecommunications company on the build-out and sale of cellular radio sites, overcoming significant regulatory and technical challenges to complete the project.
- Structured and negotiated licensing agreements for a software development company, addressing IP infringement risks, which facilitated a significant product launch and revenue growth.

AWARDS

- *The Best Lawyers in America®*, Corporate Law (2023-2026)
- *Inside Jersey Magazine*, New Jersey's Top-Rated Lawyers, Business & Commercial Law, (2012-2020)

TOP AREAS OF FOCUS

- Corporate
- Mergers + Acquisitions
- Privacy + Cyber

ALL AREAS OF FOCUS

- Antitrust
- Corporate
- International
- Marketing + Advertising
- Mergers + Acquisitions
- Privacy + Cyber

PROFESSIONAL/COMMUNITY INVOLVEMENT

- Arbitrator-neutral, Financial Industry Regulatory Authority, Inc. (FINRA)
- Former chair, Greater New York Chapter of the Association of Corporate Counsel Opinions Committee
- Member, New York City Bar Association, 1975-present
 - Computer Law Committee, 1986-1989
 - Chair, Commercial Liability Subcommittee, 1987-1989
 - Uniform State Laws Committee, 1991-1994, 1997-2001
 - Secretary, 1993-1994
 - Commercial Law and Uniform State Laws Committee, 2013-2016
 - Taskforce on New York Limited Liability Company Act, 1994-1995, 2013-2016
- Member, American Bar Association, 1975-Present
 - Business Law Section (Developments in Business Financing Committee, PEVC Committee, Subcommittee on Transactional Issues and Documents, Ad Hoc Committee on Audit Responses, Third-Party Legal Opinions Committee)
 - Science and Technology Section (Computer Law Committee, 1979-1995; Contracting for Computers Subcommittee, 1980-1982)
- Member, New Jersey State Bar Association, 1988-present
 - Delegate, Working Group on Legal Opinions (WGLO)
 - Co-chair, Corporate and Alternate Entity Affinity Group
 - Board of directors, Business Law Section, 1998-present
 - Chair, Committee on Third-Party Legal Opinions, 1998-2006, 2008-present
 - Member, Real Estate Section, Third-Party Legal Opinions Committee, present
 - Section chair, 2006-2008
 - Secretary, 2003-2006
 - Vice chair, legislation, 2000-2003
 - Member, Internet and Computer Law Committee, 1993-present
 - Member, Franchise Law Committee, 2009-present

- Member, Association of Corporate Counsel (formerly American Corporate Counsel Association) Greater New York Chapter, 1989-2003
 - Director emeritus, 2003-present
 - Director, 1992-2003
 - Vice president and secretary, 1997-2002
 - Moderator, Corporate Counsel Roundtable, 1993-2002
 - Chair, Committee on Third-Party Legal Opinions, 1992-1997
 - Moderator, Corporate Counsel Roundtable, 1993-2002
- Member, Society for Corporate Governance (formerly American Society of Corporate Secretaries and Governance Professionals)
 - Corporate Practices Committee, 1989-2023
- Member, International Association of Privacy Professionals, 2015-present
- Member, New York State Bar Association, Business Law and Real Property Sections, Committee on Real Property Leasing, 1977-present

PROFESSIONAL EXPERIENCE

- Represent the NJSBA with the Working Group on Legal Opinions
- Former secretary and general counsel, Emerson Radio Corp. (formerly NYSE-listed company), New Jersey, California, Hong Kong
- Former senior vice president-administration, Emerson Radio Corp.'s computer and technology subsidiaries

EDUCATION AND CERTIFICATIONS

EDUCATION

- New York University School of Law, J.D.
- Queens College, The City University of New York, B.A., *cum laude, with honors*, economics

BAR ADMISSIONS

- New York
- New Jersey
- Massachusetts

COURT ADMISSIONS

- Supreme Court of the United States
- Supreme Court of New Jersey
- Massachusetts Supreme Judicial Court
- U.S. Court of Appeals, Second Circuit
- U.S. Court of Appeals, Third Circuit
- U.S. Court of Appeals, Seventh Circuit
- U.S. District Court, Southern District of New York
- U.S. District Court, Eastern District of New York
- U.S. District Court, District of New Jersey
- U.S. Tax Court
- U.S. Court of International Trade

SPEAKING ENGAGEMENTS

- Speaker, “Various Issues Involving Third-Party Legal Opinions,” Working Group on Legal Opinions (WGLO), ongoing.
- Speaker, “Issues Affecting Museums – Part 1,” Locke Lord, September 30, 2021.

PUBLICATIONS

- Co-author, [New York's LLC Transparency Law Takes Effect January 1, 2026](#), Troutman Pepper Locke, November 12, 2025.
- Author, “CTA – Preliminary Injunction Against Enforcement is Back in Effect,” Locke Lord QuickStudy, December 31, 2024.
- Author, “5th Circuit Lifts Nationwide Preliminary Injunction Against Enforcement of CTA,” Locke Lord QuickStudy, December 24, 2024.
- Author, “Federal District Court Enjoins Government From Enforcing Corporate Transparency Act,” Locke Lord QuickStudy, December 5, 2024.
- Author, “Locke Lord QuickStudy: The Corporate Transparency Act: End of Year Filing Deadline Rapidly Approaches,” Locke Lord QuickStudy, November 14, 2024.
- Author, “FTC Adopts “Click-to-Cancel” Amendments to Its Negative Option Rule”, Locke Lord QuickStudy, October 21, 2024.
- Author, “Third Party Legal Opinions on LLCs, New Jersey State Bar Association,” *Business Law Section*, Fall, 2024 Newsletter.
- Author, “FinCEN Adopts New Rule on Cash Sales of Residential Real Estate,” Locke Lord QuickStudy, September 9, 2024.
- Author, “Duty to File and Update U.S. Corporate Transparency Act Beneficial Ownership Reports,” Locke Lord QuickStudy, September 4, 2024.
- Author, “NY Attorney General Issues Guides for Website Privacy Controls and Tracking,” Locke Lord QuickStudy, August 29, 2024.
- Author, “New FTC Rule on Use of Consumer Reviews and Testimonials,” Locke Lord QuickStudy, August 21, 2024.
- Author, “New York LLC Transparency Act,” Locke Lord QuickStudy, February 26, 2024.
- Author, “Public Companies Should Pay Attention to the Corporate Transparency Act,” Locke Lord, January 25, 2024.
- Author, “The Corporate Transparency Act Is Now in Effect,” Locke Lord QuickStudy, January 2, 2024.
- Author, “FinCEN Extends Beneficial Ownership Filing Deadline Only for Companies Created or Formed in 2024,” Locke Lord QuickStudy, November 30, 2023.
- Author, “FTC Takes Action Against Social Media Posts for Failure to Disclose Material Connections,” Locke Lord QuickStudy, November 20, 2023.
- Author, “Corporate Transparency Act Goes Into Effect January 1st,” Locke Lord QuickStudy, October 31, 2023.
- Author, “FinCEN Issues Small Entity Guide to Corporate Transparency Act Compliance,” Locke Lord QuickStudy, September 22, 2023.
- Author, “New FTC Endorsement Guides: What Advertisers and Influencers Need to Know,” Locke Lord QuickStudy, July 10, 2023.
- Author, “New Federal Statutory M&A Broker Exemption to Take Effect March 29th,” Locke Lord QuickStudy, March 6, 2023, updated May 23, 2023.
- Author, “M&A Broker Exemption Update,” Locke Lord, May 23, 2023.
- Author, “FinCEN Adopts Final Regulations Under Corporate Transparency Act,” Locke Lord QuickStudy,

October 3, 2022.

- Author, "Anti-Money Laundering Act of 2020 Requires Beneficial Ownership Filings by Businesses," New Jersey State Bar Association, Summer 2022.
- Author, "Some Key Takeaways From the FinCEN December 7, 2021 Notice of Proposed Rule Making Under the Corporate Transparency Act," Locke Lord QuickStudy, January 12, 2022.
- Author, "FinCEN Issues Notice of Proposed Rulemaking Under Corporate Transparency Act," Locke Lord QuickStudy, December 13, 2021.
- Author, "FinCEN Issues Advance Notice of Proposed Rulemaking on Anti-Money Laundering Regulations Relating to Dealing in Antiquities," Locke Lord QuickStudy, September 24, 2021.
- Author, "FTC's New Rule on Made in USA Labels Precludes Advertisers from False and Misleading Statements About Products' Origin," Locke Lord QuickStudy, July 8, 2021.
- Author, "Anti-Money Laundering Act's Impact on Dealings in Art and Antiquities," Locke Lord QuickStudy, March 18, 2021.
- Author, "Anti-Money Laundering Act of 2020 Requires Beneficial Ownership Filings by Businesses," Locke Lord QuickStudy, January 4, 2021.
- Author, "New York Business Corporations, Not-For-Profit Corporations and Religious Corporations May Temporarily Hold Shareholder and Member Meetings via Electronic Means During the Pandemic," Locke Lord QuickStudy, November 17, 2020.
- Author, "Syndicated Term Loans and U.S. Securities Laws," Locke Lord, June 8, 2020.