

Joshua Rubenstein Quoted on Prince's Estate and Music

May 2, 2016

Private Wealth practice head Joshua Rubenstein was interviewed by Minnesota Public Radio regarding Prince's estate and music catalog. Josh noted the strategy involved in handling Prince's unreleased music. He stated, "If you publish it all at the same time, perhaps you devalue it. . . . If you let people think that there is one more work and you release that and then three years later, 'Ooh, I found another work' and three later, 'Ooh, I found another work,' you wait longer to get money, but are you perhaps tripling its value?" ("[Still a Mystery, Prince's Wealth May Be the Superstar in Death](#)," May 2, 2016)

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