

**Alexandra J. Roberts**  
alexandrajroberts@gmail.com

## **EDUCATION**

**Yale Law School**, J.D., 2008

**Stanford University**, A.M. English Literature, 2003

**Dartmouth College**, A.B. English (honors) & Psychology, 2002

## **ACADEMIC APPOINTMENTS**

**Northeastern University School of Law & College of Arts, Media & Design**, 2022-  
Professor of Law & Media

**University of New Hampshire School of Law**, 2013–2023

Affiliated Faculty Member, 2022-2023

Professor (with tenure), 2020-2022

Associate Professor, 2017-2020

Assistant Professor, 2015-2017

Executive Director, Franklin Pierce Center for Intellectual Property, 2013–2015

Courses taught: Trademarks & Deceptive Practices; Contracts; Entertainment Law; Pop Culture & the Law (undergraduate); Trademarks (asynchronous online)

**George Mason University, Center for Intellectual Property x Innovation Policy**

Senior Fellow for Trademarks, 2022–

**Northeastern University School of Law**, Winter 2019

Taught Trademarks & Deceptive Practices

**Yale Law School Information Society Project**, 2013–

Affiliated Fellow

**Boston University School of Law**, 2012–2013

Visiting Assistant Professor

## **PROFESSIONAL EXPERIENCE**

**Ropes & Gray LLP**, Boston, MA and New York, NY, 2007, 2008–2012

Associate, Intellectual Property Litigation & IP Transaction groups

Summer Associate

**Seltzer Caplan McMahon Vitek**, San Diego, CA, 2006

Summer Associate

Irell & Manella LLP, Newport Beach, CA 2003-2005  
Paralegal

### **ACADEMIC ARTICLES**

*Multi-level Lies* (work in progress)

*A Poetics of Trademark Law*, forthcoming in BERKELEY TECHNOLOGY LAW REVIEW (2023)

*Getting a Handle on Handles*, forthcoming in COMMUNICATIONS OF THE ASSOCIATION FOR COMPUTING MACHINERY, ed. James Grimmelman (Jan. 2023)

*Mark Talk*, 39 CARDOZO ARTS & ENTERTAINMENT LAW JOURNAL 1001 (2021), symposium issue “Diamond Anniversary: 75 years of the Lanham Act” (with transcript of symposium remarks)

*False Influencing*, 109 GEORGETOWN LAW REVIEW 81 (2020)

*Trademark Failure to Function*, 103 IOWA LAW REVIEW 1977 (2019)

*Tagmarks*, 105 CALIFORNIA LAW REVIEW 599 (2017)

*How to Do Things with Word Marks: A Speech-Act Theory of Distinctiveness*, 65 ALABAMA LAW REVIEW 1035 (2014)

*Goodwill U: School Name Change & Trademark Law*, 4 IP THEORY 129 (2013)

*Constructing a Canon of Law-Related Poetry: David Kader & Michael Stanford eds., Poetry of the Law: From Chaucer to the Present*, 90 TEXAS LAW REVIEW 1507 (2012)

*On Narcissism*, 2 JOURNAL OF LAW: PERIODICAL LABORATORY OF LEGAL SCHOLARSHIP 501 (2012)

*What’s in a Domain Name? Nominative Fair Use Online in Toyota v. Tabari*, 100 TRADEMARK REPORTER 1290 (Nov/Dec. 2010) (with Peter M. Brody)

*New-School Trademark Dilution: Famous Among the Juvenile Consuming Public*, 49 IDEA 579 (2009), reprinted in 100 TRADEMARK REPORTER 1021 (May/June 2010)

*Everything New Is Old Again: Brain Fingerprinting & Analogical Reasoning*, 9 YALE JOURNAL OF LAW & TECHNOLOGY 234 (2007)

### **BOOK CHAPTERS**

*Oppressive & Empowering #Tagmarks*, in FEMINIST CYBERLAW (forthcoming 2023)

***Athlete Trademarks: Names, Nicknames, & Catchphrases***, in *THE OXFORD HANDBOOK OF AMERICAN SPORTS LAW* (2018)

### **PANELS, CONFERENCES, & INVITED PRESENTATIONS**

**Chokepoint Capitalism: A Conversation (panelist)**, Northeastern University Burnes Center for Social Change, School of Journalism, Bookstore, and Center for Design (Dec. 2022)

**Leading Voices Series** (speaker, “Trademark Law & the Music Industry”), Northeastern College of Arts, Media & Design (Nov. 2022)

**Influencer Marketing & False Advertising**, guest teacher in American Legal System course, Northeastern University School of Law (Nov. 2022)

**Suffolk University IP & Innovation Conference** (commentator, “Racism & Trademark Abandonment” by Jon Lee), Suffolk University Law School (Oct. 2022)

**Northeastern University School of Law scholarship colloquium** (commentator, “Uncreative Designs” by Sarah Burstein) (Oct. 2022)

#### ***Multi-level Lies***

- Works in Progress in Intellectual Property (WIPIP), Suffolk University Law School (Feb. 2023)
- UNH Law Intellectual Property Roundtable, Concord, NH (Oct., 2022)

#### ***A Poetics of Trademark Law***

- UNH Law trademark guest lecture (Oct., 2022)
- Junior Intellectual Property Scholars Association Workshop (Aug., 2022)
- UConn Law faculty workshop (Feb., 2022)
- AALS annual meeting (Jan., 2022)
- Cardozo Law faculty workshop (Oct., 2021)
- UNH Law Intellectual Property Roundtable, Concord, NH (Oct., 2021)
- Intellectual Property Scholars Conference (Aug., 2021)

**Digital Endorsement in the US and India (panelist)**, Jindal Global Law School (Zoom, Apr. 2022)

#### ***False Influencing***

- Boston University School of Law, guest lecture, Boston, MA (Dec., 2021)
- George Washington University Law School (Apr., 2021)
- Hofstra Law, IP Colloquium, Hempstead, NY (Apr., 2021)
- Colorado Law, Seminar on IP Platforms, Boulder, CO (Feb., 2021)
- UNH Law Student IP Law Association event, Concord, NH (Nov., 2020)
- University of Kentucky Rosenberg College of Law, IP Seminar (Sept., 2020)

- Boston University School of Law, Boston, MA (Mar., 2020)
- University of Michigan Intellectual Property Workshop, Ann Arbor, MI (Dec., 2019)
- Ipse Dixit podcast (Nov., 2019)
- UNH Law IP Roundtable, Concord, NH (Oct., 2019)
- American University Washington College of Law Trademark Roundtable, Washington, DC (Sept., 2019)
- UNH Law Faculty Workshop, Concord, NH (Aug., 2019)
- Intellectual Property Scholars Conference, DePaul University College of Law, Chicago, IL (Aug., 2019)
- Junior IP Scholars Association (JIPSA) Summer Workshop, The George Washington University Law School, Washington, DC (June, 2019)

### ***Mark Talk***

- Philadelphia Intellectual Property Law Association Meeting (Nov., 2021)
- International Trademark Association Leadership Meeting, Trademark Reporter Subcommittee Meeting (May, 2021)
- Works in Progress in Intellectual Property, Texas A&M University School of Law (Feb., 2021)
- The Yale Law School Information Society Project, New Haven, CT (Sept., 2018)

**Boston College Law School event on Satan Shoes lawsuit (speaker)**, Newton, MA (April 2022)

**International Trademark Association Scholarship Symposium (co-chair)**, Zoom (Jan., 2022)

### ***Trademark Failure to Function***

- 31<sup>st</sup> All Ohio Annual Institute on Intellectual Property, sponsored by Cincinnati Bar Association and Cleveland Intellectual Property Law Association (Sept., 2021)
- Cardozo School of Law's Intellectual Property & Information Law Colloquium, New York, NY (Mar., 2019)
- Junior Scholars in IP (JSIP) at Michigan State University College of Law, East Lansing, MI (May, 2018)
- Chicago IP Colloquium, co-hosted by Chicago-Kent College of Law and Loyola University of Chicago School of Law (Apr., 2018)
- Notre Dame Law School guest lecture to students and faculty, Notre Dame, IN (Apr., 2018)
- Suffolk Law School Faculty Workshop, Boston, MA (Mar., 2018)
- Intellectual Property Scholars Conference (IPSC) at Cardozo School of Law, New York, NY (Aug., 2017)
- Vanderbilt IP Program's Fourth Annual IP Scholars Roundtable, Nashville, TN (Apr., 2017)
- Works in Progress in Intellectual Property (WIPIP) at Boston University School of Law, Boston, MA (Feb., 2017)

- Boston University School of Law Journal of Science, Law, and Technology Symposium, “Bridging the Gap between the Federal Courts and the USPTO,” Boston, MA (Feb., 2017)
- Ohio State University, Junior IP Scholars Association (JIPSA) Workshop, Columbus, OH (Jan., 2017)
- University of New Hampshire School of Law’s Sixth Annual Intellectual Property Scholars’ Roundtable, Concord, NH (Oct., 2016)

***Trademarks in Music***, Vanderbilt Law School Music and Copyright Seminar guest lecture (Mar., 2021)

**Communicating Intellectual Property Law (Panelist)**, AALS Annual Meeting (Jan. 2021)

**Who Knew Presents: The Smartest People in the Room** (speaker on trademark issues in music, interviewed by Kevin Casini) (Dec., 2020)

<https://www.youtube.com/watch?v=NXC3CRwcWVg>

***“Buying Myself Back”: Copyright, Right of Publicity, & Photography’s Human Subjects (Organizer & Moderator)***, UNH School of Law (Zoom) (Nov. 2020)

**European Community Trademarks Association, “User generated brands and social media vocabulary: symbols, expression, and commerce” (Panelist)**, Zoom (Oct. 2020)

**“Lady Antebellum, trademark law, & performative allyship in the Black Lives Matter era,”** Zoom (July 2020) <https://www.youtube.com/watch?v=XvLmyQ77AM>

**“Trademarks and Trolls in the Washington Redskins Name Change”** Weintraub Tobin (July 2020) <https://www.youtube.com/watch?v=dVr4BhhIoGY>

**“Trademark Registration: Overcoming Failure-to-Function Refusals, Meeting Use and Distinctiveness Requirements” (featured speaker)** Strafford Webinar (Apr., 2020)

<https://www.straffordpub.com/products/trademark-registration-overcoming-failure-to-function-refusals-meeting-use-and-distinctiveness-requirements-2020-04-22>

**Ipse Dixit Podcast (interviewed by Brian Frye on Online Legal Education)** (March 2020) <https://shows.acast.com/ipse-dixit/episodes/alexandra-roberts-on-online-legal-education>

**Trademark Scholars Roundtable (Participant)**, Stanford Law School, Palo Alto, CA (Feb., 2020)

**Northeastern University School of Law, “Trademark’s Original Sin: Failure to Function” (co-hosted with Boston Patent Law Association) (Panelist)**, Boston, MA (Nov., 2019)

**Suffolk Law School Second Annual Intellectual Property Conference (Panelist, “The State of Trademark ‘Overprotection’ by Courts and the PTO: What Happens When Institutions Overprotect Trademark Rights?”), Boston, MA (Oct., 2019)**

**“Sharenthood: Why We Should Think Before We Talk about Our Kids Online” (Organizer and speaker), University of New Hampshire Franklin Pierce School of Law, Concord, NH (Oct., 2019)**

**International Trademark Association (INTA) Annual Meeting (panelist), Boston, MA (May 2019)**

**UNH Law Sports & Entertainment Law Institute, “Reach for Gold: IP & Sports” event to celebrate World Intellectual Property Day (Organizer, moderator, and speaker), University of New Hampshire Franklin Pierce School of Law, Concord, NH (April 2019)**

**Silicon Flatirons’ Fifth Annual Content Conference, “It’s a Barbie World: Intellectual Property, Rights of Publicity, and the Gender Wars” (Panelist), The University of Colorado Law School, Boulder, CO (March, 2019)**

**Dartmouth College Case Symposium commemorating the 200th anniversary of *Trustees of Dartmouth College v. Woodward* (Panelist and judge), Hanover, NH (March, 2019)**

**Symposium by the University of Houston Law Center’s Institute for Intellectual Property & Information Law (Fellow), Santa Fe, NM (June, 2018)**

**Berkeley Center for Law & Technology Symposium on Administrative Law of Intellectual Property (Panelist), Berkeley Law School, Berkeley, CA (April, 2018)**

**Shakespeare & the Law (Panelist), University of New Hampshire, Durham, NH (April, 2018)**

**Art, Technology, and Legal Grey Zones (Panelist), Harvard Law School, Cambridge, MA (March, 2018)**

**Concert & Conversation with Simon Tam & the Slants (Organizer), True Brew Barista/University of New Hampshire School of Law, Concord, NH (April, 2017)**

**Opposing Angles: Trademark Law versus the First Amendment in the Slants Case (Panelist), University of New Hampshire School of Law, Concord, NH (April, 2017)**

#### ***Tagmarks***

- St. John’s University School of Law Intellectual Property Colloquium, Queens, NY (Mar., 2017)

- George Washington School of Law Intellectual Property Colloquium, Washington, DC (Sept., 2016)
- New Hampshire Bar Association IP Section, Concord, NH (Feb., 2016)
- Works in Progress in Intellectual Property (WIPIP), Seattle, WA (Feb., 2016)
- Internet Law Works in Progress, New York Law School, New York, NY (Mar., 2016)
- University of New Hampshire School of Law's Fifth Annual Intellectual Property Scholars' Roundtable, Concord, NH (Nov., 2015)
- Marquette University Law School's Third Annual Junior Scholars Works-in-Progress Colloquium, Milwaukee, WI (Sept., 2015)

**US Patent & Trademark Office Visiting Speaker Series, Office of the Chief Economist,** Alexandria, VA (Sept., 2016)

**A Celebration of the Life and Work of Calvin Massey (Organizer and Speaker),** University of New Hampshire School of Law, Concord, NH (Sept., 2016)

**Intellectual Property Exceptionalism (Discussant),** Southeastern Association of Law Schools Annual Meeting (SEALS), Amelia Island, FL (Aug., 2016)

**Scholarship: What Is It? And How Do We Maximize Its Impact? (Panelist),** Southeastern Association of Law Schools Annual Meeting (SEALS), Amelia Island, FL (Aug., 2016)

***Athlete Trademarks*,** Junior Intellectual Property Scholars Association (JIPSA) Summer Workshop, University of New Hampshire School of Law, Concord, NH (June, 2016)

**Trademark Scholars Roundtable (Participant),** Boston University School of Law, Boston, MA (June, 2016)

**Conference on Brand Valuation (Introductory Remarks),** University of New Hampshire School of Law, Concord, NH (Apr., 2016)

**A Town Hall Discussion on Sports, Gambling, and Online Sports Gambling (Introductory Remarks),** University of New Hampshire School of Law, Concord, NH (Mar., 2016)

**Women in Sports Journalism, Law, & Business (Panelist),** University of New Hampshire Deflategate class, Durham, NH (Dec., 2015)

**Advertising Law in the Sports & Entertainment Industries (Moderator),** University of New Hampshire School of Law, Concord, NH (Apr., 2015)

**Put the Coach on the Line: An Alternative Approach to Increasing Player Safety in the NHL (Introductory Remarks),** University of New Hampshire School of Law, Concord, NH (Oct., 2014)

**A Town Hall Discussion on Ed O'Bannon v. NCAA and the Future of College Athletics (Panelist)**, University of New Hampshire School of Law, Concord, NH (Nov., 2013)

**Goodwill U: School Name Change and Trademark Law**, Intellectual Property Scholars Conference (IPSC) at Cardozo School of Law, New York, NY (Aug., 2013)

**Forces that Shape Trademark Distinctiveness Determinations**, Southeastern Association of Law Schools Annual Meeting (SEALS), Palm Beach, FL (Aug., 2013)

**Name Change and Trademark Law**, Law & Society Annual Meeting, Boston, MA (June, 2013)

**The Future of Global Tobacco Control: Current Constitutional and Treaty-Based Challenges (Moderator)**, Boston University School of Law, Boston, MA (Jan., 2013)

**How to Do Things with Word Marks: A Speech-Act Theory of Distinctiveness**

- University of New Hampshire School of Law's Second Annual Intellectual Property Scholars' Roundtable: IP & the Constitution, Concord, NH (Sep., 2012)
- Intellectual Property Scholars Conference (IPSC) at Stanford Law School, Palo Alto, CA (Aug., 2012)

#### **SELECTED BLOG POSTS, INTERVIEWS, PODCASTS, & POPULAR PRESS**

In AY 2022-2023, quoted in [Sportico](#) on athlete Luka Dončić's trademark dispute with his mother; in [Bloomberg](#) on Trump's attempt to register TRUTH SOCIAL trademarks; in [Fast Company](#) on a Gucci copycat; in [protocol](#) on the Meta vs. Meta trademark infringement lawsuit; in [Daily Dot](#) on a dispute over a TikTok sponsored product review; in [Digiday](#) on Kim Kardashian's settlement with the SEC; in [Daily Dot](#) on Bethenny Frankel's defamation allegations against a TikTok influencer; in [The Fashion Law](#) on Kanye West and morals clauses; in [VOA Learning English](#) on how students should use Twitter; in [Law360](#) on the class action lawsuit against FTX and celebrity endorsers; in [News@Northeastern](#) about Banksy, copyright law, and pseudonymity; and in [Reuters](#), [ABA Journal](#) and [Bloomberg](#) on potential litigation over blue-check impersonation on Twitter. I was also referenced as a source in a [Washington Post](#) article about a false advertising lawsuit against Barilla for marketing itself as "Italy's #1 Pasta Brand."

In AY 2021-2022, interviewed on IP protection for fashion design in the [NY Times](#); on cryptocurrency advertising for [the Washington Post](#); on the use of the Peloton trademark on the Sex & the City reboot for [Law360](#); the Cleveland Guardians trademark dispute for [Reuters](#), [Sports Illustrated](#), [Sportico](#), and [The Legal Impact](#); on recent emoji-related trademark lawsuits by [Law360](#); on parody law and Patagonia's suit over "Patagofuckyourself" in [Bloomberg](#); on BuzzFeed's creators program for [Digiday](#); Dfinity's trademark infringement suit against Meta for [Fast Company](#); Nike's suit against StockX for [Decrypt](#); on Ohio State University and Marc Jacobs' attempts to register THE as a trademark for [Fast Company](#); on the USPTO's new guidance on examining applications to register



generic terms by [Bloomberg](#); and on the trademark infringement lawsuit against actress and influencer Molly Sims by [Bloomberg](#) and [MediaPost](#). I was also a featured guest on [Slate Money](#) for an episode called “IP Lasagna.”

In AY 2020-2021, quoted on the Nike v. MSCHF “Satan Shoes” dispute in [Vice](#), [The Verge](#), [NY Law Journal](#), [Portland Business Journal](#), [World Trademark Review](#), and [CNN](#); on whether “spinning” is generic in [Bloomberg Law](#); on Hailey Baldwin’s beauty trademarks for [Page Six](#); on Rod Smart’s “[he hate me](#)” slogan and an [Under Armour trademark dispute](#) in Sportico; on Trump’s fundraising dispute with the RNC in [Mother Jones](#); on Nick Cannon’s claims to ownership of improv show Wild’N Out in [Fortune](#); and on the legal ramifications of Walmart’s employee influencers with [ModernRetail](#).

*Too Rusty For Krusty–Nickelodeon v. Rusty Krab Restaurant* (Guest Blog Post) Technology & Marketing Law Blog (May 30, 2022) <https://blog.ericgoldman.org/archives/2022/05/too-rusty-for-krusty-nickelodeon-v-rusty-krab-restaurant-guest-blog-post.htm>

Video interview for Faculti about False Influencing (Mar., 2021): [https://faculti.net/false-influencing/?utm\\_source=rss&utm\\_medium=rss&utm\\_campaign=false-influencing](https://faculti.net/false-influencing/?utm_source=rss&utm_medium=rss&utm_campaign=false-influencing)

*Can Influencers’ Failure to Disclose Sponsorship Constitute False Advertising?–EIS v. WOW Tech* (Guest Blog Post) Technology & Marketing Law Blog (Dec. 16, 2020) <https://blog.ericgoldman.org/archives/2020/12/can-influencers-failure-to-disclose-sponsorship-constitute-false-advertising-eis-v-wow-tech-guest-blog-post.htm>

Interviewed (video) about regulation of influencer marketing and abandoning racist trademarks for classes at Northwestern University Pritzker School of Law (Sept. 2020)

Quoted in Amy X. Wang, *What Is Lady A’s Case Against the Other Lady A?* Rolling Stone (July 13, 2020) <https://www.rollingstone.com/pro/news/lady-a-lady-antebellum-lawsuit-case-1026653/>

Interviewed for Rachelle Hampton, *A Trademark Attorney Explains Why the Former Lady Antebellum Is Suing the Black Singer Lady A*, Slate (July 10, 2020) <https://slate.com/culture/2020/07/lady-antebellum-lady-a-lawsuit-trademark.html>

Interviewed for Ropes & Gray Alumni podcast: <https://www.ropesgray.com/en/newsroom/podcasts/2020/March/Podcast-Alumni-RopesTalk-Conversation-with-Alex-Roberts-UNH-Law> (March, 2020)

Ipsè Dixit podcast re: online teaching: <https://shows.acast.com/ipse-dixit/episodes/alexandra-roberts-on-online-legal-education> (March, 2020)

*3 Influencer Marketing Posts That Could Tarnish Your Reputation—and Get Your Brand in Legal Trouble*, Evoke (Jan. 2020)

Interviewed (video) about regulation of influencer marketing for classes at American University Washington College of Law (Nov. 2019)

Interviewed for Ipse Dixit Podcast on Regulating Influencers (Nov. 9, 2019)

<https://shows.pippa.io/ipse-dixit/episodes/alexandra-roberts-on-regulating-influencers>  
Guest on Yahoo Finance live show, “adidas is trying to stop J. Crew from trademarking a five-stripe design” (Aug. 29, 2019) <https://finance.yahoo.com/news/adidas-j-crew-stripe-trademark-170031100.html>

Guest on Yahoo Finance live show, “Poopsie Unicorn is taking Louis Vuitton to court” (Jan. 9, 2019) <https://finance.yahoo.com/video/why-hottest-toy-2018-sued-175113577.html>

*Using Third Party Trademarks as Hashtags Creates an Implied Association—Align v. Strauss*, Technology & Marketing Law Blog (May 10, 2019)  
<https://blog.ericgoldman.org/archives/2019/05/using-third-party-trademarks-as-hashtags-creates-an-implied-association-align-v-strauss-guest-blog-post.htm>

*TTAB Denies Trademark Registration for #MagicNumber108 Tagmark—In re DePorter*, Technology & Marketing Law Blog (Mar.13, 2019)  
<https://blog.ericgoldman.org/archives/2019/03/ttab-denies-trademark-registration-for-magicnumber108-tagmark-in-re-deporter-guest-blog-post.htm>

*Viacom Possesses Trademark Rights in ‘Krusty Krab’ Based on Its Central Role in the SpongeBob Universe—Viacom v. IJR*, Technology & Marketing Law Blog (June 9, 2018)  
<https://blog.ericgoldman.org/archives/2018/06/viacom-possesses-trademark-rights-in-krusty-krab-based-on-its-central-role-in-the-spongebob-universe-v-ijr-guest-blog-post.htm>

*Maternity Clothing Trademark Dispute has Dubious Support—Blanqi v. Bao Bei*, Technology & Marketing Law Blog (Mar. 15, 2018),  
<https://blog.ericgoldman.org/archives/2018/03/maternity-clothing-trademark-dispute-has-dubious-support-blanqi-v-bao-bei-guest-blog-post.htm>

*Can you Trademark Hashtags? Debunking Misconceptions: Interview with Alexandra Roberts*, Scholastica Blog (Jan. 2018), <https://blog.scholasticahq.com/post/trademark-hashtags-debunking-misconceptions/>

*What some companies get wrong about trademarks*, Medium (January 7, 2018),  
<https://medium.com/@alexandrajroberts/what-some-companies-get-wrong-about-trademarks-be023cb02422>

*Doubling (& Tripling) Down on Trademark Protection for Secret Menu Items—In-N-Out v. Smashburger*, Technology & Marketing Law Blog, (Sept. 14, 2017),  
<https://blog.ericgoldman.org/archives/2017/09/doubling-tripling-down-on-trademark-protection-for-secret-menu-items-in-n-out-v-smashburger-guest-blog-post.htm>

*The US trademark office can now expect a flood of offensive name applications*, Yahoo Finance (June 20, 2017), <https://finance.yahoo.com/news/us-trademark-office-can-now-expect-flood-offensive-name-applications-165957375.html>

*The Cost of Free: Why Thorough Trademark Searches are Necessary*, World Trademark Reporter (Dec. 2016/Jan. 2017), <http://www.worldtrademarkreview.com/Magazine/Issue/64/Columns/The-cost-of-free-why-thorough-trademark-searches-are-necessary>

*Why the US Olympic Committee is not actually a trademark bully*, Yahoo Finance (Aug. 27, 2016), <https://finance.yahoo.com/news/why-us-olympic-committee-not-000000073.html>

Curt Woodward, *Five Things You Should Know About Alexandra J. Roberts*, Boston Globe (Apr. 22, 2016), <https://www.bostonglobe.com/business/2016/04/22/five-things-you-should-know-about-alexandra-roberts/QxFrDV8V9SjrYABTs8nI8I/story.html>

*Your Favorite Hashtag Might Secretly Be a Registered Trademark*, BuzzFeed (Feb. 7, 2016), <https://www.buzzfeed.com/alexandrajr/your-favorite-hashtag-might-secretly-be-a-register-245se>

*The Redskins' Latest Legal Defense is Surprisingly Clever*, Fortune.com (Nov. 4, 2015) <http://fortune.com/2015/11/04/redskins-latest-legal-defense-clever/>

*Hashtags Are Not Trademarks—Eksouzian v. Albanese*, Technology & Marketing Law Blog (Aug. 26, 2015) <http://blog.ericgoldman.org/archives/2015/08/hashtags-are-not-trademarks-eksouzian-v-albanese-guest-blog-post-2.htm>

## **SELECTED POETRY**

“Association For Molecular Pathology v. Myriad Genetics” on [Hedgehogs and Foxes](#) (2021); “Earthquake” in *RHINO* (2014); “My Mother’s Flying Squirrel” in *Slipstream* #33 (2013); “Yom Kippur” in *Barely South Review* (Sept. 2012); “San Diego” in *Emerge Literary Journal* (Summer 2012); “Fear of Escalator” in *nibble* special issue (Sept. 2011); “New Haven, 2 AM” in *OVS Magazine* (Aug. 2011); “Tick Check” and “The Socks” in *nibble* #18 (April 2011).

## **SERVICE**

### **Service to the Institution**

#### **Northeastern**

Faculty Advisor, MS in Media Advocacy, 2022–  
Coordinator, Privacy certificate, 2022–

#### **University of New Hampshire**

UNH University Curriculum & Academic Policies Committee, 2021–2022  
Chair, Teaching Effectiveness Committee, 2020–2022

Faculty Appointments Committee, 2013–2014; 2016–2018; 2021–2022  
 Hybrid Curriculum Committee, 2020–2022  
 Advisor, Creative Legal Society, 2020–2022  
 Entertainment Law Certificate Program Director, 2013–2022  
 Faculty Advisor to JD, graduate, and hybrid students, 2014–2022  
 Advisor, Sports & Entertainment Law Society, 2013–2022  
 Advisor, Jewish Law Students Association, 2014–2022  
 Franklin Pierce Intellectual Property Center Faculty Fellow, 2020-2021  
 Curriculum Committee, 2019–2020 (Rapporteur)  
 Undergrad Curriculum Committee, 2018-2020; Chair, 2019–2020  
 Ad Hoc Committee on Student Awards, 2019-2020  
 Advisor, Student Intellectual Property Law Association–various  
 Interim Director, Franklin Pierce Center for IP, Fall 2018  
 Dean’s Task Force on Messaging, 2017–2018  
 Undergraduate Law Program Committee, 2018-2019  
 Dean Search Committee, 2016–2017  
 JD Admissions Committee, 2014–2016

**Service to the discipline/profession**

International Trademark Association (INTA)  
     Academic Committee, 2015–2018; 2019–  
     Trademark Scholarship Symposium Subcommittee, 2015–2016  
     co-chair, 2020-2022  
     Professor Member Subcommittee, Co-Leader, 2016–2018  
     The Trademark Reporter, 2012–2015  
 Junior Intellectual Property Scholars Association (JIPSA), Co-Chair, 2018–2022  
     Plan biannual workshops for junior scholars; host discussions about tenure  
     and more; match junior scholars for draft exchanges  
 Moderator, IPProf Listserv, 2013–2021  
 Mock Interviewer, Prospective Law Teachers Workshop, Southeastern Association  
     of Law Schools Annual Meeting (SEALS), Amelia Island, FL (Aug., 2016)  
 Continuing Legal Education presentations to attorneys, including:

- “Trademark Failure to Function” at 31<sup>st</sup> All Ohio Annual Institute on Intellectual Property, sponsored by Cincinnati Bar Association and Cleveland Intellectual Property Law Association (Sept., 2021)
- “Mark Talk” at Philadelphia Intellectual Property Law Association Meeting (Nov., 2021)
- “Trademark Registration: Overcoming Failure-to-Function Refusals, Meeting Use and Distinctiveness Requirements” at Strafford Webinar (Apr., 2020)
- “User generated brands and social media vocabulary: symbols, expression, and commerce” for European Community Trademarks Association (Oct. 2020)

**Other Service** (Dartmouth College)

Alumni Liaison Committee, 2016–2019  
 Class of 2002 Alumni Council Representative, 2014–2017

**BAR ADMISSIONS**

Massachusetts; New York; United States District Court (D. Mass.; S.D.N.Y.)