

**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

Faculty Director, Center for Law, Information & Creativity (CLIC) 2024-

Fellow, Center for Law, Information & Creativity (CLIC) 2022-2024

**University of New Hampshire School of Law**, 2013-2022

Affiliated Faculty Member, 2022-

Professor (with tenure), 2020-2022

Associate Professor, 2017-2020

Assistant Professor, 2015-2017

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

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

Senior Fellow for Trademarks, 2022-2023

Senior Scholar, 2023-2024

**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**

***Dupes***, NYU J. OF INTELL. PROP. & ENT. LAW (forthcoming 2025)

***Multi-level Lies***, UC DAVIS L. REV. (forthcoming 2025)

***Of Marks & Minors***, 62 Hous. L. Rev. 307 (2024), IP symposium issue

***A Poetics of Trademark Law***, 38 BERKELEY TECHNOLOGY LAW REVIEW 51 (2023). Winner of 2022 International Trademark Association [Ladas Memorial Award](#) for best scholarly paper, professional category.

***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 JOURNAL 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). Winner of 2009 International Trademark Association Ladas Memorial Award for best scholarly paper, student category.

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

## **BOOK CHAPTERS & ENCYCLOPEDIA ENTRIES**

***Oppressive & Empowering #Tagmarks***, in FEMINIST CYBERLAW 2024, eds. Meg Leta Jones and Amanda Levendowski

**“Deceptively Misdescriptive Mark”** entry in ELGAR ENCYCLOPEDIA OF INTELLECTUAL PROPERTY LAW (forthcoming 2024/2025)

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

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

**Copyright and Trademark Litigation Update (panelist)**, OCEAN (Open Copyright Education Advisory Network) (Dec., 2024)

### ***Dupes***

- UNC School of Law Faculty Workshop (Feb., 2025)
- Harvard Law School Private Law workshop (Spring, 2025)

### ***Of Marks & Minors***

- University of New Hampshire School of Law (Spring, 2025)
- Suffolk University Sixth Annual Intellectual Property & Innovation Conference (Oct., 2024)
- University of Houston Law Center Institute for Intellectual Property & Information Law’s National Conference in Santa Fe, New Mexico (June, 2024)
- M<sup>3</sup> Intellectual Property Scholars Workshop, Suffolk University Law School (May, 2024)

**Feminist Cyberlaw book event (panelist)**, NUSL CLIC (Nov., 2024)

**Breakfast and Discussion with Practitioner-in-Residence Carrie Goldberg (discussant)**, NUSL CLIC (Nov., 2024)

**Harvard, NYU, and UPenn Trademark and Unfair Competition Scholarship Roundtable (commentator)** (Oct., 2024)

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

- Boston University School of Law IP Workshop (Oct., 2024)
- Seattle University School of Law faculty development series (Sept., 2024)
- Business Scholarship Podcast with Prof. Andrew Jennings (July, 2024)
- International Trademark Association Scholarship Symposium (May, 2024)
- Boston College Law Regulation & Markets Workshop (Mar., 2024)
- Georgetown University Law Center, Tech Law Policy Colloquium (Mar., 2024)

- The Technology, Race and Prejudice (TRAP) Lab, Virginia Tech (Mar., 2024)
- Northeastern University School of Law faculty colloquium (Nov., 2023)
- University of San Diego School of Law, Corporate Innovation seminar (Oct., 2023)
- Federal Trade Commission (Oct., 2023)
- Intellectual Property Scholars Conference (IPSC), Cardozo School of Law (Aug., 2023) (opening plenary panel)
- Works in Progress in Intellectual Property (WIPIP), Suffolk University Law School (Feb., 2023)
- UNH Law Intellectual Property Roundtable, Concord, NH (Oct., 2022)

**They're Playing Our Song (Without Our Permission): Music Law on the Campaign Trail (moderator)**, CLIC/Northeastern University School of Law (Oct., 2024)

**World Intellectual Property Office Summer School on Intellectual Property**, George Mason University Center for Intellectual Property x Innovation Policy (C-IP<sup>2</sup>) (June, 2024)

- Hosted fireside chat with John Maltbie, Director of Intellectual Property, Civil Enforcement for Louis Vuitton North America, Inc.

**Northeastern University School of Law scholarship colloquium** (commentator, "Intellectual Property Social Justice: A Theoretical Rationale" by Lateef Mtima) (Nov., 2023)

**Section Two Small: Exploring the New Constitutional Limits on Trademark Law (panelist)**, UNH School of Law (Nov., 2023)

**SLANTED: Stories & Songs with Simon Tam & The Slants (host)**, Northeastern Center for Law, Information, & Creativity (CLIC) (Oct., 2023)

**First Sale: The Role of IP Rights in Markets (moderator)**, George Mason University Center for Intellectual Property x Innovation Policy (C-IP<sup>2</sup>) Fall Conference (Oct., 2023)

**Generative AI and IP Law (panelist)**, Dartmouth Lawyers Association (July 2023)

**Roundtable Discussion: IP in the Metaverse**, George Mason University Center for Intellectual Property x Innovation Policy (C-IP<sup>2</sup>), Lake Placid, NY (July, 2023)

**World Intellectual Property Office Summer School on Intellectual Property**, George Mason University Center for Intellectual Property x Innovation Policy (C-IP<sup>2</sup>) (June, 2023)

- Taught Trademark law, Trademark Simulation Exercise, and IP Office Hours

**Bad Spaniels: Trademark Parody and Fair Use Doctrines (speaker)**, Northeastern University School of Law/Northeastern Center for Law, Information and Creativity (April 2023)

**A Poetics of Trademark Law**

- Boston University School of Law, Intellectual Property Workshop (Mar., 2023)

- 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)

**Chokepoint Capitalism: A Conversation (panelist)**, Northeastern University Burns 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)

**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 INTERVIEWS, PODCASTS, & POPULAR PRESS**

In AY 2024-2025, I was quoted in [The Times of London](#) about a school shooting victim gaining the right to control use of the shooter's name, in [The Deal](#) about a liquidity crunch at MLM Rodan + Fields, in the [Wall Street Journal](#) about the effect of two recent Supreme Court decisions on FTC's regulation of deceptive advertising practices, in [Northeastern Global News](#) and [Vanity Fair](#) about the use of music at political rallies, in [Sportico](#) and [MSN](#) about a trademark dispute between Troy Aikman and Lamar Jackson, in [World Trademark Review](#) on the anniversary of Twitter's rebrand to X; in [FastCompany](#) about a copyright infringement suit against Zillow Gone Wild; in the [Boston Globe](#) about a Taylor Swift tribute show, in [Northeastern Global News](#) about trademark rights in a viral catchphrase; on NBC News' [TikTok](#) and [Instagram](#) over generative AI's use of copyrighted characters and in [Northeastern Global News](#) about a stalled Prince documentary; in the [Washington Examiner](#) about artists' objections to politicians' use of their songs; in [The Verge](#) on claims by one influencer against another copyright infringement and misappropriation of likeness and [again](#) about subsequent developments in that case; in [Front Office Sports](#) about the Toronto Sceptres logo and use of Taylor Swift's name on social media; in [Bloomberg](#) about the "Success Kid" meme litigation against Rep. Steve King; in [Decrypt](#) about a lawsuit over the Hawk Tuah memecoin; and in [Women's Wear Daily](#) about the Sean "Diddy" Combs trial. My research on dupe marketing was discussed in [Northeastern Global News](#) and [ASG](#). I was quoted in [AP News](#), [Yahoo](#), [FastCompany](#), [ABCNews](#), [Fox5 DC](#), [The Independent](#), and [Fox9](#), and appeared on television shows "[In the Courts](#)" with Katie Barlow, [LiveNow Fox](#) with Andrew Craft, and [CNN](#) with Fredricka Whitfield discussing trademark issues around TikToker Jools Lebron's "very demure, very mindful" phrase. I was also interviewed about my research on trademark registration issues for minors on "[Break the Business](#)" and about an influencer lawsuit on Vox's "[Today, Explained](#)" podcast.

In AY 2023-2024, I was quoted in [Law360](#) on the top sports and betting cases to watch; in [Washington Post](#) about trademark rights in "Barbie pink"; in [Northeastern Global News](#) about counterfeit Birkin bags; in [Law360](#) about the most impactful trademark cases of the first half of 2023; in [World Trademark Review](#), [NBC News](#), and [The Verge](#) about Twitter's rebrand to "X"; in [Sportico](#) and [Techdirt](#) about the NCAA's trademark dispute with the National Collegiate Pickleball Association; in [The Fashion Law](#) about trademark first sale doctrine and Nike's lawsuit against customizers; in [Fortune](#) on social media influencers promoting weight loss drugs for telehealth companies; on [FactCheck.org](#) on social media posts about spike protein detoxification; in [The Verge](#) about a trademark infringement lawsuit against Twitter/X; in [Fast Company](#) and [Netflix Junkie](#) about adidas' morals clause

for Kanye West; in [Bloomberg](#) about oral arguments in the “Trump Too Small” Supreme Court case; in [Northeastern Global News](#) about Mickey Mouse entering the public domain; in [Northeastern Global News](#) on Nintendo’s potential copyright claims against the makers of videogame PalWorld; in [Axios](#) on my research on deceptive advertising by multi-level marketing sellers; in [Associated Press](#), [Christian Science Monitor](#), and [The Hill](#) on the expiration of Universal Music Group’s contract with TikTok; in [ABA Journal](#) on law courses about Taylor Swift; in [FastCompany](#) about false advertising using generative AI; in [Washington Post](#) about Governor Kristi Noem’s influencer marketing; in [Northeastern Global News](#) on AI-generated SpongeBob raps; in [passionfruit](#) on copyright infringement and fair use on YouTube; in [Fortune](#) and [Yahoo](#) on a lawsuit against celebrity FTX endorsers, in [The Fashion Law](#) on Coach’s trademark infringement suit against Gap, in [Northeastern Global News](#) about Scarlett Johansson’s potential claims against OpenAI, in an [NBC News](#) TikTok video about influencer Cierra Misst’s supposed trademark dispute with soda brand Sierra Mist, in [NGN Magazine](#) on Northeastern’s own music licensing organization, in [IGN](#) about superheroes entering the public domain, in [Slate](#) about Rolling Stone canceling lifetime subscriptions, in [The Ankler](#) about voice cloning, in [Bloomberg](#) about alleged false advertising of Crocs, and in [Northeastern Global News](#) about generative AI in the music industry. I was also interviewed about my career path for the podcast “[Admixing Alexandras](#).”

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 [The Regulatory Review](#) about my research on influencer marketing; 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; in [Reuters](#), [ABA Journal](#) and [Bloomberg](#) on potential litigation over blue-check impersonation on Twitter after changes to the site in November; on the [Northeastern](#) website on monopolies and media; in [Sportico](#) and [Yahoo Sports](#) on Under Armour’s trademark win against Armorina; in [Bloomberg](#) on adidas’ trademark loss against Thom Browne; in [Northeastern Global News](#) on De-influencing; in [The Daily Beast](#) on the advertising and agency regulations that apply to a viral TikTok parasite cleanse; on [Law.com](#) on “review hijacking” on Amazon, in [the Wall Street Journal](#) on college athletes’ name, image & likeness deals, in [WSJ](#) on a class action lawsuit over “boneless wings,” in [Sportico](#), the [Boston Herald](#), and the [Boston Globe](#) on a Red Sox application to register “Boston” as a trademark, in [WSJ](#) on the FTC’s order requesting information about advertising from various social media platforms, in [Northeastern Global News](#) on the Bad Spaniels parody litigation, in [Bloomberg](#) on the OMG Girlz case and cultural appropriation in the courtroom, in [Sportico](#) and [Yahoo Sports](#) on a trademark dispute over “chaos” for lacrosse, in [Well+Good](#) about false advertising claims against a fitfluencer, in [Law360](#) about Taco Bell’s petition to cancel TACO TUESDAY trademark registrations, in [Sportico](#) and [Yahoo Sports](#) on the Washington Commanders’ trademark applications, in [Reuters](#), [Bloomberg](#) and [National Law Journal](#) on the Supreme Court’s decision in VIP v. Jack Daniel’s, and in [The Fashion Law](#) on a registration

by Off-White. I was also quoted in [the Washington Post](#), [The Verge](#), [Ars Technica](#), [Firstpost](#), [Vox](#), [Wired](#), [Bloomberg Law](#), [Gizmodo](#), and [Observador](#) and interviewed on podcast [Moderated Content](#) about potential litigation over Twitter assigning blue checks to some accounts that did not enroll in Twitter Blue in April. 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” and featured in [Northeastern Global News](#) in an article about my Entertainment Law course.

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](#).

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)

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)

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

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>

### **SELECTED ESSAYS, BLOG POSTS, & EDITORIALS**

[Does IP Law Protect Influencers' Aesthetics?—Gifford v. Sheil](#) (Guest Blog Post) Technology & Marketing Law Blog (Dec. 13, 2024)

[Service Design is the Secret Third Thing](#), JOTWELL (Sept. 2024) (reviewing Dustin Marlan, *Tertium Quid Unveiled: Trade Dress and Service Design*, 58 UC Davis L. Rev. \_\_ (forthcoming 2024/2025))

[This 'very demure' TikTok star is being 'very mindful' about getting credit](#), MSNBC (Aug. 30, 2024)

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

[Name-Dropping Government Agencies in Advertising](#), JOTWELL (Sept. 20, 2023) (reviewing Michael Mattioli, *Conjuring the Flag: The Problem of Implied Government Endorsements*, 83 Maryland Law Review 707 (2024))

[Too Rusty For Krusty—Nickelodeon v. Rusty Krab Restaurant](#) (Guest Blog Post) Technology & Marketing Law Blog (May 30, 2022)

[Can Influencers' Failure to Disclose Sponsorship Constitute False Advertising?—EIS v. WOW Tech](#) (Guest Blog Post) Technology & Marketing Law Blog (Dec. 16, 2020)

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

[Using Third Party Trademarks as Hashtags Creates an Implied Association—Align v. Strauss](#), Technology & Marketing Law Blog (May 10, 2019)

[TTAB Denies Trademark Registration for #MagicNumber108 Tagmark—In re DePorter](#), Technology & Marketing Law Blog (Mar.13, 2019)

[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)

[Maternity Clothing Trademark Dispute has Dubious Support—Blangi v. Bao Bei](#), Technology & Marketing Law Blog (Mar. 15, 2018)

[Can you Trademark Hashtags? Debunking Misconceptions: Interview with Alexandra Roberts](#), Scholastica Blog (Jan. 2018)

[What some companies get wrong about trademarks](#), Medium (January 7, 2018)

[Doubling \(& Tripling\) Down on Trademark Protection for Secret Menu Items—In-N-Out v. Smashburger](#), Technology & Marketing Law Blog, (Sept. 14, 2017)

[The US trademark office can now expect a flood of offensive name applications](#), Yahoo Finance (June 20, 2017)

[The Cost of Free: Why Thorough Trademark Searches are Necessary](#), World Trademark Reporter (Dec. 2016/Jan. 2017)

[Why the US Olympic Committee is not actually a trademark bully](#), Yahoo Finance (Aug.27, 2016)

[Your Favorite Hashtag Might Secretly Be a Registered Trademark](#), Buzzfeed (Feb. 7, 2016),

[The Redskins' Latest Legal Defense is Surprisingly Clever](#), Fortune.com (Nov. 4, 2015)

[Hashtags Are Not Trademarks—Eksouzian v. Albanese](#), Technology & Marketing Law Blog (Aug. 26, 2015)

## **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 Director, CLIC, 2024-  
Coordinator, Privacy certificate, 2022-  
Member, Music Department Promotion Committee, 2024-2025  
Chair, CLIC Task Force, 2023-2024  
Hiring Committee, 2023-2024  
Faculty Advisor, MS in Media Advocacy, 2022-2023

#### **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, 2020-2024  
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, IPProfs 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.)