

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)
- M³ 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-IP²) (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-IP²) 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-IP²), 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-IP²) (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)

Checkpoint 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)

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

- 31st 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)

“Sharent hood: 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

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)

Iipse 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 Iipse 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 Grimmelman (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—Blanqi 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 31st 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.)