

ERIK M. PELTON

CURRICULUM VITAE

Professional Experience

ERIK M. PELTON & ASSOCIATES, PLLC
(Formerly Erik M. Pelton, Attorney at Law)

1999-Present

Founded by Erik Pelton in 1999, Erik M. Pelton & Associates, PLLC is an intellectual property law practice and web site. The firm represents clients in all aspects of trademark clearance, registration, maintenance, transactions, and disputes. The firm is particularly experienced in the federal trademark registration process, obtaining more than 2,500 USPTO registrations of behalf of clients, as well as proceedings before the Trademark Trial and Appeal Board. The trademark services of Erik Pelton have helped build and sustain strong brands for hundreds of Internet ventures, software companies, inventors, restaurants, and other small businesses.

Key Achievements:

- Author of IPelton® blog on trademark and social media topics
- Author of TTABulator® blog on Trademark Trial and Appeal Board matters
- Developed App attorney®, an iPhone application for trademark and patent practitioners (2010)
- Attorney of record for more than 100 copyright registrations
- Attorney of record for more than 2,500 federal trademark applications and registrations since 1999
- Represented clients in all aspects of Trademark Trial and Appeal Board proceedings
- Successfully stopped multiple trademark infringers
- Successfully represented parties in domain name arbitration disputes
- Assisted clients in drafting and reviewing intellectual property agreements
- Filed international trademark applications in numerous countries via Madrid Protocol
- Named a 2007 Top 20 Trademark Attorney by *NameProtect's Trademark Insider*®
- Named a 2006 Top 10 Trademark Attorney by *NameProtect's Trademark Insider*®
- Named a 2005 Top 10 Trademark Attorney by *NameProtect's Trademark Insider*®
- Supervised development of proprietary software for management of trademark files and tracking U.S.P.T.O. data (www.softmware.com)

Prior Employment

U.S. Patent and Trademark Office – Trademark Examiner, Law Office 107

1998-1999

Education and Credentials

Juris Doctorate (J.D.) – Catholic University, Washington D.C.

1997

Bachelor of Arts, Anthropology (B.A.) – Boston University, Boston, Massachusetts

1994

ERIK M. PELTON
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Professional Memberships

New Jersey Bar
District of Columbia Bar

International Trademark Association

American Bar Association Section of Intellectual Property

- *Past Chair*, PTO Trademark Affairs, Inter Partes committee
- *Member*, PTO Trademark Affairs, Ex Parte committee
- *Chapter Editor* (Trademarks), 2011 Annual Review of Intellectual Property Law Developments
- *Chapter Author*, A Legal Strategist's Guide to Trademark Trial and Appeal Board Practice (3rd. ed. 2015)

Association of Intellectual Property Firms, *Board of Directors* (2012-2016)

Falls Church Chamber of Commerce, *Board of Directors* (2011-2015)

Recent Continuing Legal Education presentations:

- USPTO Trademark Trial and Appeal Board: Practical Guidance on Strategy and Tactics (May 2015)
– Clear Law Institute webinar
- Branding Your IP Firm (September 2014) – AIPF Annual Meeting
- TTAB Hot Topics, Moderator (August 2014) – American Bar Association Annual Meeting
- AIPF WebIPHour (January 2012) - Non-Traditional Trademark Protection in the U.S.
- American Bar Association 26th Annual Intellectual Property Law Conference (April 2011) – Trademark Prosecution Best Practices
- American Bar Association Annual Meeting (August 2011) – Brand Ownership 2.0
- ITechLaw 2012 World Technology Law Conference & Annual Meeting (May 2012) - Online Advertising and Branding Issues on the Evolving Internet
- National Veteran Small Business Conference (June 2012) – Trademark Basics for Small Businesses
- New York State Bar Association (September 2012) – Trademark Bullying & the Streisand Effect