



Erik M Pelton & Associates, PLLC



MAKING TRADEMARKS *bloom* SINCE 1999®

Erik M Pelton NJ DC Bar
Olivia M Muller CO Bar
Thomas J Caulfield DC Bar
Denisse F Garcia PA Bar
Chelsea N Kaminski DC Bar

ERIK M. PELTON CURRICULUM VITAE

Professional Experience

ERIK M. PELTON & ASSOCIATES, PLLC

1999-Present

(Formerly Erik M. Pelton, Attorney at Law)

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 3,500 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:

- Attorney of record for more than 3,500 federal trademark applications and registrations since 1999
- Represented clients in all aspects of Trademark Trial and Appeal Board proceedings
- Represented clients in all aspects of trademark infringement disputes
- 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
- Author of IPelton® blog on trademark and social media topics
- Developed Apptorney®, an iPhone application for trademark and patent practitioners (2010)
- Host of Tricks of the Trade(mark)® podcast since 2018
- Attorney of record for more than 100 copyright registrations
- Supervised development of softMware® proprietary cloud software for management of trademark files and tracking U.S.P.T.O. data (www.softmware.com)
- Author of *Building A Bold Brand*, self-published in 2020

HOWARD UNIVERSITY SCHOOL OF LAW

Adjunct Professor & Trademark Clinic Supervisor

Aug. 2020 to present

Prior Employment

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

1998-1999

ERIK M. PELTON
CURRICULUM VITAE
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Education and Credentials

Juris Doctorate (J.D.) – Catholic University, Washington D.C.	1997
Bachelor of Arts, Anthropology (B.A.) – Boston University, Boston, Massachusetts	1994

Professional Memberships

New Jersey Bar

District of Columbia Bar

International Trademark Association

- Trademark Office Practices Committee (“TOPC”), USPTO subcommittee (2016 to 2020)

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)
- *Liaison* to Trademark Public Advisory Committee (2017 to present)

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

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

City of Falls Church Economic Development Authority(2012-2020), *Vice Chair* (2016-17, 2019)

Recent Continuing Legal Education presentations:

- New Tools and Procedures under the Trademark Modernization Act (March 2022)
Intellectual Property Law Spring Seminar 2022, Presented by the Intellectual Property Law Section of the State Bar of Michigan in Cooperation with the Institute of Continuing Legal Education (March 2022)
- Spring into (Office) Action: Dealing with and Overcoming OA Refusals (September 2021)
Alt Legal Connect conference
- Federal Court and TTAB: Similarities and Differences (May 2021) Hillsborough County Bar Association (HCBA)
- Intellectual Property Clinicians Workshop, Moderator (August 2020) Center for Intellectual Property Research
- The Intellectual Property Year in Review: Copyrights/Sports & Entertainment, Trade Secrets, Patents and Trademarks (April 2019) North Carolina Bar Association
- Preparing to Go to Trial at the TTAB (October 2019) - Michigan Intellectual Property Law Institute

- Incorporating Pro Bono Work Into Your IP Practice (September 2018) – AIPF Annual Meeting
- 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