



Erica B. E. Rogers

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Professional Experience

Erica assists individuals, small businesses, and large corporations with a wide array of intellectual property matters. Her practice focuses on trademark selection and clearance, trademark prosecution and registration, and trademark portfolio management. She also routinely engages in resolving trademark disputes, including drafting cease and desist letters, negotiating coexistence agreements, providing subject matter expertise for litigation in federal court, and handling cases before the Trademark Trial and Appeal Board (TTAB). Erica assists with copyright matters, often in the form of counseling clients on ownership, acquisition, protection, and enforcement. She resolves internet and domain law issues and develops terms of use and privacy policies for websites and mobile applications. She understands the personal, financial, and meaningful effort clients invest in their intellectual property, and her background and work reflect this understanding.

Erica's focus in intellectual property law extends to assisting with transactional, licensing, and various business matters in multiple industries, including matters in the hemp and CBD industries. She is available to assist hemp breeders, growers, processors, manufacturers, distributors, retailers and other market participants with brand protection for hemp and hemp-derived marks, Federal, state, and local legal and regulatory compliance matters, and agreements within the industry.

Prior to joining Ward and Smith, P.A., Erica received her J.D. from The University of New Hampshire School of Law's Franklin Pierce Intellectual Property law program in 2016, a top-10 intellectual property program in the United States, where she was an associate editor of the IDEA: The Journal of the Franklin Pierce Center for Intellectual Property. While in law school, she interned with Sony Music Entertainment's Legal Affairs Department in New York, NY and completed the U.S. Patent and Trademark Office Law School Trademark Clinic Certification.

Practice Concentrations

Trademark Registration and Prosecution

Copyrights

Education

J.D., University of New Hampshire School of Law, 2016. Editor, [IDEA: The Journal of the Franklin Pierce Center for Intellectual Property](#).

B.A., Spanish, Meredith College, 2013

B.M., piano performance, Meredith College, 2013

Admitted to Practice

North Carolina, 2016

United States District Court for the Eastern and Western Districts of North Carolina, 2018

Honors and Distinctions*

"Tomorrow's Leader," International Trademark Association, 2017

Professional and Community Affiliations

International Trademark Association (INTA)

North Carolina Bar Association — Sections: Young Lawyers' Division; Intellectual Property Law

Triangle Intellectual Property Law Association (TIPLA)

Triangle ArtWorks Law + ArtWorks

** Please see the following websites for an explanation of the membership standards for the following recognitions: www.bestlawyers.com; businessnc.com/special-sections/legal-elite/; and www.superlawyers.com/north-carolina.*