

MARK BARTHOLOMEW

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ACADEMIC APPOINTMENTS

UNIVERSITY AT BUFFALO SCHOOL OF LAW, Buffalo, New York

Professor of Law

2012—present

Associate Professor of Law

2006—2012

Courses Taught: Intellectual Property, Copyright, Trademarks and Unfair Competition, Advanced Topics in Law and Technology, Advertising and the Law, Fashion and the Law, Intellectual Property Colloquium

Awards:

- SUNY Chancellor's Award for Excellence in Teaching (2016)
- University at Buffalo Teaching Innovation Award (2009)
- Twice received the Law School's only teaching award, the Faculty Award, by vote of the graduating class (2008 and 2012)

EDUCATION

YALE LAW SCHOOL, New Haven, Connecticut

J.D., 2000

- *Yale Law Journal*, senior editor
- *Yale Journal of Law & Humanities*, editor
- Winner of the Nathan Burkan Prize (best paper in the field of copyright)

CORNELL UNIVERSITY, Ithaca, New York

B.A., *cum laude*, History, 1994

PUBLICATIONS

BOOKS & BOOK CHAPTERS

INTELLECTUAL PROPERTY AND THE BRAIN: HOW NEUROSCIENCE WILL RESHAPE LEGAL PROTECTION FOR CREATIONS OF THE MIND (Cambridge University Press 2022).

ADCREEP: THE CASE AGAINST MODERN MARKETING (Stanford University Press 2017).

Academic Branding and Cognitive Dissonance, in ACADEMIC BRANDS: DISTINCTION IN GLOBAL HIGHER EDUCATION (Cambridge University Press 2022).

From Debbie Does Dallas to The Hangover: The Changing Landscape of Trademark Law in Tinseltown, in HOLLYWOOD AND THE LAW (BFI/Palgrave Press 2016) (co-authored with John Tehranian).

LAW REVIEW ARTICLES

Historical Kinship and Categorical Mischief: The Use and Misuse of Doctrinal Borrowing in Intellectual Property Law, 109 IOWA L. REV. ____ (forthcoming 2024) (co-authored with John Tehranian).

[Nonobvious Design](#), 108 IOWA L. REV. 601 (2023).

[Copyright and the Creative Process](#), 97 NOTRE DAME LAW REVIEW 357 (2021).

- Reviewed on [Jotwell](#)

[Copyright and the Brain](#), 98 WASHINGTON UNIVERSITY LAW REVIEW 525 (2020).

[Neuromarks](#), 103 MINNESOTA LAW REVIEW 521 (2018).

[The Political Economy of Celebrity Rights](#), 38 WHITTIER LAW REVIEW 1 (2018) (invited article).

[Intellectual Property's Lessons for Information Privacy](#), 92 NEBRASKA LAW REVIEW 746 (2014).

[Trademark Morality](#), 55 WILLIAM & MARY LAW REVIEW 85 (2013).

[An Intersystemic View of Intellectual Property and Free Speech](#), 81 GEORGE WASHINGTON LAW REVIEW 1 (2013) (co-authored with John Tehranian).

[A Right is Born: Celebrity, Property, and Postmodern Lawmaking](#), 44 CONNECTICUT LAW REVIEW 301 (2011).

- Republished in ENTERTAINMENT, PUBLISHING, AND THE ARTS HANDBOOK (West 2012) as “one of the best law review articles published within the last year in the fields of entertainment, publishing, and the arts.”

[Causing Infringement](#), 64 VANDERBILT LAW REVIEW 675 (2011) (co-authored with Patrick McArdle).

[Advertising and Social Identity](#), 58 BUFFALO LAW REVIEW 931 (2010) (invited article, Conference on Advertising and the Law, SUNY Buffalo Law School).

[Foreward: Advertising and the Law](#), 58 BUFFALO LAW REVIEW 717 (2010) (invited article, Conference on Advertising and the Law, SUNY Buffalo Law School).

[Cops, Robbers, and Search Engines: The Questionable Role of Criminal Law in Contributory Infringement Doctrine](#), 2009 BRIGHAM YOUNG UNIVERSITY LAW REVIEW 783.

- Cited in *Akamai Technologies, Inc., v. Limelight Networks, Inc.*, 692 F.3d 1301 (Fed. Cir. 2012).

[Copyright, Trademark, and Secondary Liability After Grokster](#), 32 COLUMBIA JOURNAL OF LAW & ARTS 445 (2009) (invited article, Symposium on Secondary Liability, Columbia Law School).

- Cited in *BMG Rights Mgmt. v. Cox Communications, Inc.*, 199 F. Supp.3d 958 (E.D. Va. 2016).

[Contributory Infringers and Good Samaritans](#), 3 AKRON INTELLECTUAL PROPERTY JOURNAL 1 (2009) (invited article, Second Annual IP Forum, The University of Akron School of Law).

[Advertising and the Transformation of Trademark Law](#), 38 NEW MEXICO LAW REVIEW 1 (2008).

- One of three finalists for the International Trademark Association's Ladas Memorial Award.

[Advertising in the Garden of Eden](#), 55 BUFFALO LAW REVIEW 737 (2007) (invited article).

[The Secret Life of Legal Doctrine: The Divergent Evolution of Secondary Liability in Trademark and Copyright Law](#), 21 BERKELEY TECHNOLOGY LAW JOURNAL 1363 (2006) (co-authored with John Tehranian).

[Making a Mark in the Internet Economy: A Trademark Analysis of Search Engine Advertising](#), 58 OKLAHOMA LAW REVIEW 179 (2005).

[Legal Separation: The Relationship Between Law Schools and the Central University in the Late Nineteenth Century](#), 53 JOURNAL OF LEGAL EDUCATION 368 (2003).

[Protecting the Performers: Setting a New Standard for Character Copyrightability](#), 41 SANTA CLARA LAW REVIEW 341 (2001).

[Judicial Deference and Sexual Discrimination in the University](#), 8 BUFFALO WOMEN'S LAW JOURNAL 155 (2000).

OTHER ACADEMIC JOURNALS

[From Scanner to Court: A Neuroscientifically Informed “Reasonable Person” Test of Trademark Infringement](#), 9 SCIENCE ADVANCES, Feb. 8, 2023 (co-authored with Zhang, Good, Kulikov, van Horen, Kayser, and Hsu).

[Disciplinary Power](#), 22 ADVERTISING & SOCIETY QUARTERLY 1 (2021).

[The Law of Advertising Outrage](#), 19 ADVERTISING & SOCIETY QUARTERLY 1 (2018).

OP-EDS AND ONLINE PUBLICATIONS

Why Hollywood Should Leave Dead Actors Alone, VARIETY, Nov. 30, 2022 (with Martin Skladany)

We Don't Need More VIP Rights for Celebrities, BUFFALO NEWS (June 16, 2018)

Facebook's Professor Problem, INSIDE HIGHER ED (Mar. 28, 2018).

The Transformation of the Super Bowl Ad Experience, THE CONVERSATION (Feb. 2, 2018).

Hiding in Plain View: The Past and Present of Manipulative Advertising, LOS ANGELES REVIEW OF BOOKS (Sept. 24, 2017).

How We Can Fix Facebook Before the 2020 Election, FORTUNE (Sept. 8, 2017).

There's a Cost to Metro Naming Rights, WASHINGTON POST (July 17, 2017).

Author Meets Critics—Adcreep, ADVERTISING & SOCIETY QUARTERLY (June 27, 2017).

Is There Any Way to Stop Ad Creep?, THE CONVERSATION (Apr. 27, 2017).

Naming Rights on Public Spaces Come With a Cost, BUFFALO NEWS (Dec. 29, 2016).

Federal Circuit Blocks Trademark for Being Disparaging to Muslims, PATENTLY –O (May 13, 2014), available at <http://patentlyo.com/patent/2014/05/circuit-trademark-disparaging.html>.

Striking a Balance Between Privacy and Online Commerce, 2013 UTAH L. REV. ONLAW 168

WORKS IN PROGRESS

Outrage Machines (article)

A Right to Be Left Dead (article)

GRANTS

Federal Cyberservice Award, National Science Foundation, 2008-2017, 2018-2022 (co-principal investigator on three successful grant applications totaling \$5 million in funding for development of cross-disciplinary cybersecurity curriculum offered in conjunction with schools of management and computer science).

Alvin Achenbaum Travel Grant for “Outrage Machines,” Hartman Center, Duke University, Summer 2019 (competitive research support grant of \$500 used to conduct archival research at Duke University)

Research Grant for “The Law of Advertising Outrage,” The Baldy Center for Law & Social Policy, University of Buffalo School of Law, Fall 2018 (competitive research support grant of \$1,000 for university faculty used to conduct archival research at Duke University).

Conference Grant for “The Quote’s the Thing: Negotiating Copyright in Literary Criticism,” The Baldy Center for Law & Social Policy, University of Buffalo School of Law, June 2010 (competitive conference support grant for university faculty of \$3,820 used to host an April 2011 conference with the Department of English concerning copyright and academic criticism).

Conference Grant for “Advertising and the Law,” The Baldy Center for Law & Social Policy, University of Buffalo School of Law, March 2010 (competitive conference support grant of \$5,500 for university faculty used to host a symposium on advertising law in November 2010).

PROFESSIONAL EXPERIENCE

2017-present **Intellectual Property and Consumer Protection Law Consulting**

Consulting on various legal matters relating to intellectual property law, including advisement on legal strategies regarding trademark, utility patent, design patent, trade secret, and copyright protection for private individuals, businesses, and law firms.

2004-2006 **Sonoma County Counsel’s Office**
Deputy County Counsel

Managed litigation for various county government organizations, including mental health department, public guardian, human resources, retirement board, and tax assessor.

- 2001-2004 **Howard, Rice, Nemerovski, Canady, Falk & Rabkin**
 Litigation Associate
- Litigated intellectual property, securities, consumer fraud, bankruptcy, and divorce matters at 140 person law firm.
- 2000-2001 **United States Court of Appeals for the Ninth Circuit**
 Law Clerk
- Clerked for the Honorable Cynthia Holcomb Hall, Senior Judge, in Pasadena, CA.

UNIVERSITY SERVICE

- President’s Review Board (faculty advisory body to President and Provost for all promotion and tenure cases within university) (3-year appointment, 2014-2017)
- Law School Appointments Committee (2010-2012, 2013-2016, 2020-2021) (elected by faculty vote)
- Law School Committee on Committees (2012-2018, 2019-2020, 2023-2024) (elected by faculty vote)

PROFESSIONAL AND COMMUNITY SERVICE

- Editorial Board member for *Advertising & Society Quarterly* (2018-2023)
- Peer reviewer for *Stanford Law Review*, Cambridge University Press, University of Chicago Press, Cornell University Press, *Digital Studies*, Edward Elgar Publishing, Israel Science Foundation, *Law & Social Inquiry*, *Social Theory and Practice*.

SELECT PRESENTATIONS AND APPEARANCES

- “Intellectual Property Borrowing,” San Juan, Puerto Rico, Law & Society Annual Meeting (June 2, 2023).
- “Nonobvious Design,” Lisbon, Portugal, Law & Society Annual Meeting (July 15, 2022).
- “Nonobvious Design,” Palo Alto, California, Biolawlapalooza, Stanford Law School (May 13, 2022).
- “Design Patents and the Aesthetic Middle,” International Trademark Association Scholarship Symposium, (Jan. 13, 2022).
- “Fixing Fake News,” Buffalo, New York, University at Buffalo Society and Computing Club (Sept. 22, 2021).
- “The Law of Advertising Outrage,” Syracuse, New York, Syracuse College of Law IP TechLaw Center (Oct. 6, 2020).
- “Copyright and the Brain,” Pittsburgh, Pennsylvania, Three Rivers Tech & IP Conference, University of Pittsburgh School of Law (Jan. 31, 2020).

“Copyright and the Brain,” New York, New York, Tri-State Region IP Workshop, NYU School of Law (Jan. 10, 2020).

“Fighting Fake News,” Buffalo, New York, Case Library Conversation Series (Oct. 27, 2019).

“When Does Advertising Become Manipulation?,” Providence, Rhode Island, Brown University (Aug. 23, 2019).

“Adcreep,” Buffalo, New York, Local Author Series, Buffalo & Erie County Public Library (May 25, 2019).

“Academic Branding and Cognitive Dissonance,” Davis, California, University of California-Davis, (March 23, 2019).

“Academic Branding and Cognitive Dissonance,” Pittsburgh, Pennsylvania, Three Rivers Tech & IP Conference, Duquesne University School of Law (Jan. 25, 2019).

“The New Market Research,” Buffalo, New York, Twentieth Century Club of Buffalo (Jan. 23, 2019).

“Neuromarks and the Future of Advertising,” Syracuse, New York, Syracuse University College of Law (Oct. 17, 2018).

Advertising & Society Colloquium, Washington, D.C., Smithsonian National Museum of American History (Oct. 12, 2018).

“Copyright, Patent, and the Dangers of Analogy,” Toronto, Canada, Law & Society Annual Meeting (June 9, 2018).

“Trademark Law and Neuroscience,” Seattle, Washington, Annual Meeting, International Trademark Association (May 22, 2018).

“Neuromarks,” Pittsburgh, Pennsylvania, Three Rivers IP Colloquium, University of Pittsburgh School of Law (Jan. 26, 2018).

“Social Media and Fake News,” Buffalo, New York, Board of Directors Meeting of UB Law Alumni Association (Nov. 16, 2017).

“Colonizing New Advertising Spaces,” Rochester, New York, Rochester Institute of Technology (Nov. 2, 2017).

New York Right of Publicity Roundtable, New York, New York, Columbia Law School (Oct. 20, 2017).

Advertising & Society Colloquium, Durham, North Carolina, Duke University (Oct. 13, 2017).

“Adcreep and the Case Against Modern Marketing,” Algocracy and Transhumanism Podcast (Oct. 1, 2017).

Local Resource Panel on Researching Patent and Trademark Information, Buffalo, New York, Buffalo & Erie County Public Library—Patent & Trademark Resource Center (Sept. 26, 2017).

“Neuromarks,” Washington, DC, Trademark Works-in-Progress Colloquium, American University, Washington College of Law (Sept. 15, 2017).

“Neuromarks,” New York, New York, 17th Annual Intellectual Property Scholars Conference, Benjamin Cardozo School of Law (Aug. 10, 2017).

“Building a New Consumer Movement,” Mexico City, Mexico, Law & Society Annual Meeting (June 21, 2017).

Moderator, “A Panel Discussion on *Lee v. Tam*, Trademark Law, and the First Amendment,” Buffalo, New York, UB Law CLE (Apr. 26, 2017).

“The High Cost of Online Visibility,” Costa Mesa, California, Emerging Dilemmas in Entertainment Law Symposium, Whittier Law School (Nov. 11, 2016).

“This Is Your Brain on Trademarks,” Seattle, Washington, Law & Society Annual Meeting (May 29, 2015).

“From Market Share to Mindshare,” Tempe, Arizona, ASU Legal Scholars Conference, Arizona State University College of Law (March 9, 2015).

“3D Printing and Beyond: Emerging Intellectual Property Issues with 3D Printing and Additive Manufacturing,” New York, New York, Cardozo Arts & Entertainment Law Journal Spring Symposium, Benjamin Cardozo School of Law (Feb. 3, 2015).

“The Political Economy of Celebrity Property Rights: Tales From the U.S. and Canada,” Vancouver, British Columbia, Annual Meeting of the Association for Law, Property and Society, University of British Columbia (May 2, 2014).

“Free Speech, Privacy, and IP,” Santa Clara, California, Works-in-Progress Intellectual Property Colloquium, Santa Clara Law School (Feb. 9, 2014).

“IP’s Lessons for Information Privacy Law,” New York, New York, Tri-State Region IP Workshop, NYU School of Law (Jan. 10, 2014).

“Trademark Morality,” Dallas, Texas, Annual Meeting, International Trademark Association (May 7, 2013).

“IP’s Lessons for Information Privacy Law,” New Haven, Connecticut, Freedom of Expression Scholars Conference, Yale Law School (May 3, 2013).

“The Changing Face of Celebrity Rights,” Buffalo, New York, Hodgson Russ LLP (Feb. 26, 2013).

“Trademark Morality,” New York, New York, Tri-State Region IP Workshop, NYU School of Law (Jan. 11, 2013).

“Trademark Morality,” Washington, DC, Trademark Works-in-Progress Colloquium, American University, Washington College of Law (Sept. 7, 2012).

“The Hidden Side of Trademark Law,” Buffalo, New York, Erie County Bar Association Federal Practice Group (June 19, 2012).

“Trademark Morality,” Honolulu, Hawaii, Law & Society Annual Meeting (June 8, 2012).

“The Changing Face of Celebrity Publicity Rights,” Buffalo, New York, New York State Bar Association—Entertainment, Arts, and Sport Law Section (Apr. 25, 2012).

“Trademark Morality,” Tempe, Arizona, ASU Legal Scholars Conference, Arizona State University College of Law (March 17, 2012).

“Third Party Liability in IP,” Orlando, Florida, 3rd Annual Intellectual Property Law Symposium, Florida Bar Business Law Section (March 2, 2012).

“An Intersystemic View of Intellectual Property and Free Speech,” Washington, DC, Faculty Workshop, American University, Washington College of Law (Feb. 3, 2012).

“A Right is Born: Celebrity, Property, and Postmodern Lawmaking,” San Francisco, California, Interdisciplinary Perspectives on IP Law and Policy, Golden Gate Law School (Nov. 5, 2011).

“Celebrity, the Law, and You,” Buffalo, New York, Albright-Knox At Work Series, Albright-Knox Art Gallery (Sept. 8, 2011).

“Fair or Fared?: Comparing First Amendment Defenses in Copyright, Right of Publicity, and Trademark Cases,” San Francisco, California, Law & Society Annual Meeting (June 4, 2011).

Conference Fellow/Academic Commentator, New York, New York, Modest Proposals 4.0: A Conference About Pouring Academic Ideas into Legislative Bottles, Benjamin Cardozo School of Law (Apr. 8, 2011).

“A Right is Born: Celebrity, Property, and Postmodern Lawmaking,” Albany, New York, 2011 Northeast Regional Scholarship and Teaching Development Workshop, Albany Law School (Feb. 5, 2011).

“A Right is Born: Celebrity, Property, and Postmodern Lawmaking,” New York, New York, First Annual Tri-State Region IP Workshop, Fordham Law School (Jan. 14, 2011).

“Causing Infringement,” Berkeley, California, 10th Annual Intellectual Property Scholars Conference, Berkeley Center for Law & Technology (Aug. 13, 2010).

“Causing Infringement,” Tempe, Arizona, Southwest/West Junior Faculty Conference, Arizona State University College of Law (March 15, 2010).

“Causing Infringement,” Buffalo, New York, Faculty Workshop, University at Buffalo Law School (March 5, 2010).

“Vanna White and the Right of Publicity,” Buffalo, New York, UB Law Day at Canisius College (March 3, 2010).

“Advertising and Social Identity,” Buffalo, New York, Baldy Center Conference on Advertising and the Law, University at Buffalo Law School (Nov. 13, 2009).

“The Yage Tapes: Shamanism and Intellectual Property in Colombia,” Buffalo, New York, Baldy Center Theorists & Jurists Series, University at Buffalo Law School (Apr. 9, 2009).

“Copyright Intermediaries: Inviting or Averting Infringement?,” New York, New York, Columbia Law School (Jan. 23, 2009).

“Liability for Intermediaries Under Copyright and Trademark Law,” San Diego, California, Annual Meeting of the American Association of Law Schools, Intellectual Property Section (Jan. 10, 2009).

“Secondary Liability for IP Infringement: Theory, Practice, and Prediction,” Akron, Ohio, Second Annual IP Scholars Forum, University of Akron School of Law (Nov. 14, 2008).

“Intellectual Property Matters for Faculty and Technology Businesses,” Buffalo, New York, University at Buffalo Office of Science, Technology Transfer, and Outreach (Oct. 3, 2008).

“Cops, Robbers, and Search Engines: The Role of Criminal Law in Contributory Infringement,” Buffalo, New York, Faculty Workshop, University at Buffalo Law School (Sept. 12, 2008).

“Cops, Robbers, and Search Engines: The Role of Criminal Law in Contributory Infringement,” Palo Alto, California, 8th Annual Intellectual Property Scholars Conference, Stanford Law School (Aug. 7, 2008).

“Contributory Liability Misfits,” Buffalo, New York, Meeting of the Niagara Frontier Intellectual Property Law Association (June 10, 2008).

“Copyright and Higher Education: Beginning the Dialogue,” Buffalo, New York, University at Buffalo Teaching & Learning Center (Feb. 15, 2008).

“Advertising and the Transformation of Trademark Law,” Chicago, Illinois, 7th Annual Intellectual Property Scholars Conference, DePaul University College of Law (Aug. 10, 2007).

“Putting Trademark on the Psychiatrist’s Couch,” Buffalo, New York, Meeting of the Niagara Frontier Intellectual Property Law Association (Jan. 17, 2007).

“The Secret Life of Legal Doctrine: The Divergent Evolution of Secondary Liability in Trademark and Copyright Law,” Berkeley, California, 6th Annual Intellectual Property Scholars Conference, Berkeley Center for Law & Technology (Aug. 10, 2006).

SELECT MEDIA COVERAGE

- Steven Lerner, *How Brain Science Could Revolutionize Trademark Disputes*, LAW360, March 2, 2023.
- Clarissa-Jan Lim, *What Happens When You Become Viral Content Without Your Consent*, BUZZFEED, Feb. 8, 2023.
- Daniel Howley, *Musk Is Biting the Hand That Feeds Twitter*, YAHOO!, Nov. 30, 2022.
- Chrisanne Grise, *Believing the Hype*, NEW YORK TIMES UPFRONT, Nov. 21, 2022.
- Benjamin Santos Genta, *Digital Maps Require Greater Government Oversight*, UNDARK, Oct. 6, 2022.
- *McDonald’s and Wendy’s Sued for Burger Ads That Mislead on Size*, BBC, May 18, 2022.

- Tamsin McMahon, *Trump Threatens to Remove “Shield” Protecting Social Media Giants From Liability for Online Content*, GLOBE AND MAIL, May 28, 2020.
- Jenny G. Zhang, *Is It Safe to Eat at Restaurants Yet?*, EATER, May 19, 2020.
- Eric Ravenscraft, *Amazon Is Selling its Cashierless Checkout to Other Stores—What Happens to the Data?*, MEDIUM, March 13, 2020.
- Joshua Bote, *Facebook Tweaks Homepage, No Longer Says It Is “Free and Always Will Be,”* USA TODAY, Aug. 27, 2019.
- *Ads Can Make Us Mad—Which Is Sometimes the Point*, TOP OF MIND—BYU RADIO, Aug. 6, 2019.
- *Capital One Had “Ample Warnings of Weaknesses and Risks,”* YAHOO!, July 30, 2019.
- *Brands Are Making You Mad on Purpose, and You’re Falling for It*, CJAD RADIO MONTREAL, July 17, 2019.
- Stephen T. Watson, *Delaware North to Get \$12M to Settle Fight Over Names at Yosemite*, BUFFALO NEWS, July 16, 2019.
- Luke Winkie, *Brands Are Making You Mad on Purpose*, VOX, June 27, 2019.
- Brittany Wong, *In the Future, Will Your Kids Be Able to Sue You for Oversharing Online?*, HUFFINGTON POST, Apr. 23, 2019.
- *Mark Zuckerberg Calls for Stronger Regulation of Internet*, RADIO NATIONAL BREAKFAST (Australia), Apr. 1, 2019.
- Stephen T. Watson, *FCC Opens Inquiry into Entercom Radio Stations*, BUFFALO NEWS, March 25, 2019.
- Erin Fuchs, *Facebook Criminal Probe Could Spur “Even More Embarrassing Disclosures”:* *Cyberlaw Expert*, YAHOO!, March 14, 2019.
- Brett Arends, *How Much Ginger Is There in America’s Best-Selling Ginger Ale?*, MARKETWATCH, Feb. 19, 2019.
- Daniel Howley, *Apple Has Proven Just How Much Power It Has Over Tech Giants*, YAHOO!, Feb. 5, 2019.
- *UB Law Professor Reacts to Facebook Privacy*, WGRZ BUFFALO—CHANNEL 2, Dec. 19, 2018.
- *The Neuroscience of Cheetos*, THIS WEEK IN LAW, Dec. 13, 2018.
- Travis Andersen, *N.H. Judge Orders Amazon to Provide Echo Recordings in Double Murder Case*, BOSTON GLOBE, Nov. 13, 2018.
- Dana Rubinstein, *Why Won’t Anyone Adopt a Subway Station?*, POLITICO, Oct. 31, 2018.
- Jessica Vomiero, *Could There Ever Be More Than One Internet?: Experts Say We’re Closer Than You Think*, GLOBAL NEWS, Oct. 20, 2018.
- Stephen T. Watson, *McMurray Accused of Mismanaging Grand Island’s Facebook Page*, BUFFALO NEWS, Sept. 25, 2018.
- Daniel Howley, *Why Trump Can’t Do Anything About Google News*, YAHOO!, Aug. 28, 2018.
- JP Mangalindan, *Why Google’s Record Antitrust Fine “Doesn’t Matter,”* YAHOO!, July 18, 2018.
- Luke Moretti, *Online Sellers Await Supreme Court Ruling on Sales Tax Collection*, WIVB BUFFALO—CHANNEL 4, May 3, 2018.
- Michael Mroziak, *UB Law Students Take on Social Media Questions About People and the President*, WBFO-FM, Apr. 25, 2018.
- Aaron Schrank, *Net Neutrality Rollback Begins*, MARKETPLACE, Apr. 23, 2018.
- Danny Spewak, *Supreme Court Case Will Impact Online Sales Tax*, WGRZ BUFFALO—CHANNEL 2 NEWS, Apr. 16, 2018.

- Tim Lince, *Groundbreaking Paper Suggests Neuroscience Could Transform Trademark Strategies—Both Inside and Outside the Courtroom*, WORLD TRADEMARK REVIEW, Apr. 16, 2018.
- *UB Professor Says Facebook CEO's Apology Is Too Little, Too Late*, WIVB BUFFALO—CHANNEL 4, Apr. 11, 2018.
- *Facebook Working with Mueller on Russia Probe*, WIVB BUFFALO—CHANNEL 4, Apr. 10, 2018.
- Jay Moran, *Cuomo Signs Executive Order Protecting Net Neutrality, But Can It Be Enforced?*, WBFO-FM, Apr. 10, 2018.
- *Facebook Facing the Music Today*, WBEN BUFFALO—930 AM, Apr. 10, 2018.
- Rachel Siegel, *Even Where It's Legal to Sell Marijuana, It's Hard to Advertise It*, WASHINGTON POST, April 5, 2018.
- *Changing Settings to Stay Private on Facebook? Easier Said Than Done*, WBEN BUFFALO—930 AM, Mar. 28, 2018.
- Angela Christoforos, *Facebook Data Privacy Called into Question*, WIVB BUFFALO—CHANNEL 4, Mar. 27, 2018.
- *Delete Facebook Hashtag Gaining Steam*, WKBW BUFFALO—CHANNEL 7, Mar. 23, 2018.
- Interview on Super Bowl advertising, KCBS RADIO—SAN FRANCISCO, Feb. 4, 2018.
- Haruka Kosugi, *Diving Into Deepfakes*, UB SPECTRUM, Feb. 2, 2018.
- Michael Mroziak, *Cuomo Signs Executive Order Protecting Net Neutrality, But Can It Be Enforced?*, WBFO-FM, Jan. 25, 2018.
- Jerry Zremski, *End of Net Neutrality Roils Voters*, BUFFALO NEWS, Jan. 14, 2018.
- Rachel Stockman, *Wikileaks Just Illegally Posted PDF to Fire and Fury, Anyone Who Downloads Could Face Huge Fine*, LAW AND CRIME, Jan. 7, 2018.
- Mike Desmond, *What the FCC's Net Neutrality Decision Means for You*, WBFO-FM, Dec. 15, 2017.
- Chris DiMaria, *Lifting Net Neutrality Could Change Our Services*, WKBW—CHANNEL 7, Nov. 22, 2017.
- Andrew O'Reilly, *Lawyer Takes On Google, Twitter Over Terror Videos*, FOX NEWS, Nov. 6, 2017.
- Erin Fuchs, *Facebook and Google Could Soon Have to Play by a New Set of Rules*, YAHOO!, Sept. 26, 2017.
- “Adcreep,” YOUR CALL—KALW RADIO—SAN FRANCISCO, Sept. 14, 2017.
- “Not Always Free Money”: *One Critic Warns Against Selling Transit Station Naming Rights*, HERE & NOW, Aug. 7, 2017.
- *Free Speech and Advertising*, THE ACADEMIC MINUTE—WAMC RADIO, July 11, 2017.
- Dana Rubinstein, *To Help Fix Subways, Cuomo Revives an Old Adopt-a-Station Idea*, POLITICO, July 27, 2017.
- Kristiano Ang, *How to Successfully Trademark “Covfefe” for Beer, Coffee, and Thongs*, MONEYISH, June 6, 2017.
- Steven Trader, *Facebook Data After Death: German Court Ruling Stirs Debate*, LAW360, June 2, 2017.
- *Stopping Adcreep*, MATT TOWNSEND SHOW—BYU RADIO, May 18, 2017.
- Kelly Dudzik, *Protecting Your Computer From Ransomware*, WGRZ BUFFALO—CHANNEL 2 NEWS, May 15, 2017.

- Grace Toohey, *Two Years Later, Brittney Mills Murder Case Still Unsolved After DA Hired Private Company to Crack iPhone*, THE ADVOCATE, May 8, 2017.
- Max Kalnitz, *Gray Areas: UB's Photo Policy Concerns Students*, UB SPECTRUM, May 4, 2017.
- Korin Miller, *Facebook Has Ability to Let Advertisers Know When Teens Feel "Worthless." What Are the Implications?*, YAHOO!, May 2, 2017.
- Carolyn Thompson, *Million-Dollar Teachers: Cashing in by Selling Their Lessons*, ASSOCIATED PRESS, Apr. 13, 2017.
- Ross Benes, *Analysts: FCC Rollback Could Make Data More Available – And Less Valuable*, DIGIDAY, March 31, 2017.
- *Bill Allows Service Providers to Sell Online Information*, WKBW BUFFALO--CHANNEL 7 NEWS, March 29, 2017.
- Jake Swearingen, *Time Warner Broke its Promise and Kept Your High-Speed Internet Slow*, NEW YORK MAGAZINE, February 7, 2017.
- Andrew O'Reilly, *Dallas Cop Sues Social Media Companies for Allegedly Helping Influence Police Shooter*, FOX NEWS, Jan. 17, 2017.
- Andrew Buncombe, *Orlando Nightclub Shooting Victims' Families Sue Facebook and Twitter for "Providing Support" to ISIS*, THE INDEPENDENT, Dec. 20, 2016.
- Stephen Porter, *Pulse Victims Lawsuit: Did Social Media Provide "Material Support" for Terrorism?*, CHRISTIAN SCIENCE MONITOR, Dec. 20, 2016.
- Andrew O'Reilly, *Families of Orlando Nightclub Shooting Victims Sue Facebook, Twitter, and Google*, FOX NEWS, Dec. 19, 2016.
- Jay Stephens, *A Lawyer Explains What Kind of Trouble You Can Get In for Joking About Shooting Clinton or Trump*, VICE, Nov. 8, 2016.
- Ross Benes, *Pocket's New "Trending" Widget Alters Google's Homepage*, DIGIDAY, Nov. 1, 2016.
- Tali Arbel, *Online Privacy May Be Boosted by New FCC Data Rules*, ASSOCIATED PRESS, Oct. 27, 2016.
- Alyssa Newcomb, *A VP From the Tech World? Clinton Considered It*, NBC NEWS, Oct. 18, 2016
- Lucy Schouten, *You Won't Believe What Facebook is Doing to Clickbait Headlines*, CHRISTIAN SCIENCE MONITOR, August 5, 2016.
- Jacob Bogage, *This Car Company Ripped Off Land Rover. Here's Why It Might Get Away With It*, WASHINGTON POST, July 19, 2016.
- Ben Guarino, *Facebook's Mark Zuckerberg Meets With Influential Conservatives After Claim of Political Bias in Trending Topics Feature*, WASHINGTON POST, May 18, 2016.
- Tracey Lien, *Mark Zuckerberg to Meet With Glenn Beck and Other Conservatives Over Facebook Bias Accusations*, L.A. TIMES, May 18, 2016.
- Marissa Perlman, *Suing on Social Media: What You Need to Know Before You Post*, WIVB BUFFALO—CHANNEL 4 NEWS, May 3, 2016.
- Alyssa Newcomb, *Federal Judge Orders Woman to Unlock iPhone Using Her Fingerprint*, ABC NEWS, May 2, 2016.
- Kevin McCoy & Kevin Johnson, *U.S. Demands Apple Unlock Phone in Drug Case*, USA TODAY, April 11, 2016.
- Alyssa Newcomb, *FBI's Help in Arkansas iPhone Case Spotlights Local Law Enforcement Frustration*, ABC NEWS, March 31, 2016.
- Alyssa Newcomb, *Apple Encryption Battle: What's Next After Feds Drop Case?*, ABC NEWS, March 29, 2016.

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