

Lara Pearson

PMB 405, 774 Mays Blvd, No. 10
Incline Village, NV 89451
Lpearson@secur-ip.com
775.833.1600

CURRICULUM VITAE

Rimon Law Group

- A triple bottom line, full service virtual law firm
- My Mission is to provide the best service by combining creativity, knowledge and passion to evolve effective solutions to intellectual property issues, while educating and inspiring others through our concern for them & the natural environment.
- Perform prosecution and maintenance work on flat fee basis
- Train companies to handle routine trademark filings internally
- Conduct intellectual property audits
- Counsel clients regarding trademark selection
- Search and clear trademarks for use and registration
- Prosecute trademark and copyright applications and maintain registrations
- Resolve intellectual property ownership and infringement disputes through negotiation of settlement agreements
- Represent clients in formal proceedings before the Trademark Trial and Appeal Board and in State and Federal Court
- Negotiate, draft and / or review intellectual property agreements including non-disclosure and non-competition agreements, work-for-hire agreements, licenses and assignments
- Represented Plaintiffs in federal service mark infringement case, Burgess v. Gilman, CVN-03-0707, (Mustang Ranch mark) obtained preliminary injunction, withdrew prior to trial
- Represented Defendant in Sparks Justice Court contract dispute, Harvey v. SEI, CV06-02071

Bar Associations and Licenses

- American Bar Association (Section of Intellectual Property Law)
- Nevada State Bar Association (Section of Intellectual Property Law)
- Washoe County Bar Association

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Bar Associations and Licenses Continued

- Incline Village Bar Association
- Licensed to practice before the:
 - United States Supreme Court, admitted May 30, 2007
 - Federal Circuit Court of Appeals, admitted October 23, 2006
 - Ninth Circuit Court of Appeals, admitted May 16, 2000
 - U.S. District Court for the District of Nevada, admitted May 11, 2000
 - Nevada State Court, admitted October 12, 1999

Responsible Business Credentials

- Certified B Corporation
- Member of Social Venture Network
- Associate Member of the Institute of Green Professionals
- First Incline Village business to be registered green business under Keep the Sierra Green
- Nominated by Russ Gaskin of Green America for the American Bar Association's Award for Excellence in Environmental, Energy and Resources Conservation (June, 2009)

Speaking Engagements and Teaching Experience

- October 25, 2010, Scheduled Presenter: *(off)BRAND: Missing the Mark*, FailCon 2010, San Francisco, California
- September 18, 2010, Workshop Presenter: *Ask the Legal Experts*, Social Venture Institute Hollyhock 2010, Cortes Island, British Columbia
- May 19, 2010, Workshop Presenter: *Intellectual Property Workshop*, Renaissance Entrepreneurship Center, San Francisco, California
- February 4, 2010, Seminar Presenter: *Protect the Name You've Made For Yourself®*, SF Small Business Administration, San Francisco, California
- November 17-18, 2009, Luncheon Roundtable Speaker, *Protect the Name You've Made for Yourself®*, Good and Green, Chicago, Illinois
- October 9–10, 2009, Panel Moderator: *The Green Artist*, New Noise Santa Barbara, Santa Barbara, California
- October 9–10, 2009, Panel Moderator: *The Green Promoter*, New Noise Santa Barbara, Santa Barbara, California
- October 9–10, 2009, Scheduled Panelist: *Bands as Brands*, New Noise Santa Barbara, Santa Barbara, California
- July 30, 2009 – Presenter: *Protect the Name You Made for Yourself®*, Green America Webinar

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Speaking Engagements and Teaching Experience Continued

- June 13, 2009 - Presenter: *IP Basics*, State Bar of Nevada Annual Meeting, Incline Village, Nevada
- May 19, 2009 - Speaker: *IP Info for Insecure Times*, Institute of Management Accountants Northern NV Chapter, Reno, Nevada
- April 8, 2009 - Chairperson & Presenter: *Greening is Believing*, Washoe County Bar Association Luncheon, Reno, Nevada
- March 21, 2009 - Panelist: *An Intellectual Property Check-Up of Music Products and Services*, South by Southwest Music Conference (SXSW), Austin, TX
- January 21, 2009 - Speaker: *Greening a Law Office*, Northern Nevada Association of Legal Secretaries, Reno, NV
- March 30, 2008 - Panelist: *Brands Without Boundaries, Trademark Issues in the 21st Century*, NUSL IP Conference, Boston, MA
- March 15, 2008 - Panelist: *Meeting the (ABA-EPA) Climate Challenge*, ABA TechShow, Chicago, IL
- March 15, 2008 - Panelist: *Small Footprint-Big Impact: Improving Client Services with Sustainable Practices*, ABA TechShow, Chicago, IL
- December 6, 2007 - Seminar Presenter: *Shouting from the Rooftops of the Web: Gripe Sites and Trademark Claims*, NV Bar CLE Las Vegas, NV
- November 9, 2007 - Panelist: *Going Green – Marketing and Environmental Issues*, Int'l Trademark Assoc. Leadership Meeting, Orlando, FL
- July 17, 2007 - Seminar Presenter: *The Value of Evaluating Intellectual Property*, IMA Dinner, Reno, NV
- July 6, 2007 - Workshop Presenter: *Protect the Name You've Made for Yourself*, High Sierra Music Festival, Quincy, CA
- May 8, 2007 - Seminar Presenter: *Protect the Name You've Made for Yourself*, PSN Luncheon, Reno, NV
- March 2, 2007 - Seminar Presenter: *Protect the Name You've Made for Yourself*, eWeek, Nevada's Center for Entrepreneurship & Technology, Reno, NV
- February 5, 2007 - Seminar Presenter: *Protect the Name You've Made for Yourself*, Builders' Assoc. of Western NV, Carson City, NV
- October 31, 2006 - Panel Moderator: *Merchandise Mania, 25th CMJ Music Marathon*, New York, NY
- August, 2006 – December, 2006 - Lecturer: *Intellectual Property (BADM 791)*, University of Nevada, Reno, College of Business Administration, Reno, NV

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Speaking Engagements and Teaching Experience Continued

- June 30, 2006 - Workshop Presenter: *Protect the Name You've Made for Yourself*, High Sierra Music Festival, Quincy, CA
- November 16, 2005 - NV Bar CLE Seminar Presenter: *Intellectual Property – Focus on Business Critical Issues*, Las Vegas, NV
- January, 2004 – December, 2004 - Adjunct Faculty: *Business Law 345 & 160*, Sierra Nevada College, Incline Village, NV
- November 17, 2004 - Seminar Presenter: *Intellectual Property for the General Practitioner*, NV Bar CLE, Reno, NV
- November 6, 2003 - Seminar Coordinator & Presenter: *Secure Your Assets Intellectual Property Workshop / Seminar CLE*, Reno, NV
- September 9, 2003 - Seminar Presenter: *Intellectual Property*, NV Bar CLE, Reno, NV
- April 27, 2001 - Seminar Presenter: *Internet Basics for the Nevada Attorney*, NBI CLE, Reno, NV

Publications

- *Greening Your Law Office*, The Writ, January, 2009; Vol. 31, No. 1
- *Intellectual Property Information for Insecure Times*, Northern Nevada Business Weekly, Business Law Guide, October 6, 2008; Volume 7, No. 9
- *Internet Gripe Sites: The Rules that Govern the New Way to Complain*, Northern Nevada Business Weekly, January 7, 2008; Volume 9, No. 19
- *What Every Business (and Corporate Attorney) Should Know About Intellectual Property*, The Writ, November 2003; Vol. 25, No. 11 (this article first appeared in Northern Nevada Business Weekly under a different title)
- *The Basics of Intellectual Property*, Northern Nevada Business Weekly, September 22, 2003; Vol. 2, No. 8
- *The Importance of Work for Hire Agreements . . . A Superhero Hangs In the Balance*, Nevada Lawyer, April 2003; Vol. 11, No. 4
- *When Use Alone Just Isn't Enough: The Benefits of Federally Registering Trademarks & Copyrights*, Nevada Lawyer, December 2002; Vol. 10, No. 12
- *Business Method Patents: A Reality of the Virtual World*, Nevada Lawyer, October 2000; Vol. 8, No. 10

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Professional Associations

- State Bar of Nevada, Section of Intellectual Property Law (Founding Board Member, Past Chairperson, Past CLE Committee Chairperson)
- International Trademark Association
- Social Venture Network

Volunteer Activities and Philanthropy

- Rock the Earth, Advisory Board Member
- Washoe County Bar Association, Lawyer in the Law Library Program
- Pro Bono legal services provided to the following non-profit organizations: 1% for the Planet; Conservation Value; Rock the Earth; Green America; The Tahoe Rim Trail Association; Rocky Mountain Sustainable Living Association; The Children's Cabinet; HeadCount and Social Enterprise Alliance

Prior Legal Experience

- Leader, **Law Office of Lara Pearson**, Incline Village, NV 2002 - 2010
- Associate, **Skinner, Watson & Rounds, P.C.**, Reno, NV 1999 - 2002
- Legal Extern, **Nevada State Public Defender** 1999
Carson City, NV
- Legal Extern to the Honorable Justice Miriam Shearing, **Nevada Supreme Court** 1998 - 1999
Carson City, NV
- Legal Intern in the Immigration Unit, **Greater Boston Legal Services** 1998
Boston, MA
- Legal Intern, **Klibaner & Sabino**, Cambridge, MA 1997

Education

- **Northeastern University School of Law** 1996 - 1999
Boston, MA, J.D., May 1999 Moot Court Society, National Security Law Competition at George Washington University, Washington, DC, February 1998
- **University of Missouri-Columbia** 1989 - 1993
Columbia, MO, B.A. in English, December 1993