Snell & Wilmer

Michelle Emeterio

Associate | Orange County

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Main Bio

Michelle Emeterio is an intellectual property associate in the firm's Orange County office who focuses her practice on trademark and copyright counseling and application prosecution. She has extensive experience with trademark clearance and IP licensing, as well as managing international IP portfolios, prosecuting and defending TTAB proceedings, and enforcing and defending IP rights including cease-and-desist letters, settlement negotiations, and civil lawsuits. Michelle also handles large corporate IP transactions, due diligence, and related recordations. She has assisted clients in many different industries including apparel, sports, technology, franchising, food and beverage, restaurant, real estate, toys, tools, education, health, and entertainment.

Prior to graduating *cum laude* from the University of California at Irvine School of Law and joining Snell & Wilmer, Michelle began her legal career at the international IP boutique firm Ladas & Parry LLP, followed by the franchise firm Holmes Lofstrom PC, and then the litigation firm Call & Jensen PC, where she worked at each as a paralegal. She is a member of Snell & Wilmer's Attorney Development Committee, as well as an active mentor for both new associate attorneys and membership of the firm's FAR Fellowship.

Education

- University of California, Irvine School of Law (J.D., *cum laude*)
  - University of California, Irvine Law Scholarship Recipient
  - Faculty Award: Highest Performance in a Course – Constitutional Analysis/Con Law
  - Dean's Award: Second-Highest Performance in a Course – Criminal Procedure
  - Antitrust Research Assistant to Professor Christopher Leslie
  - Moot Court
    - Director of Judicial Relations
    - Member
  - Expungement Clinic Participant
  - Community Legal Aid, Low-Income Taxpayer Assessments Participant
  - Intellectual Property, Arts, and Technology (IPAT), Clinical Student
  - Naturalization Fair Participant
- University of California, Irvine (B.A., Psychology)

    - Regents' Scholar
    - Cal Grant Recipient
    - New University Official Campus Newspaper, Staff Writer

Representative Presentations & Publications

- "Trademark Searching—What, Why, and How," Presenter, Snell & Wilmer's Phoenix Paraprofessionals Conference (April 26, 2024)
- "1st Amendment Challenge," Presenter, Orange County Paralegal Association - IP Section Meeting (May 11, 2023)
- "Constitutionality of Lanham Act's Living Individual Restriction," Presenter, Snell & Wilmer's Intellectual Property Litigation Meeting (April 13, 2023)
- "USPTO's Cert Petition Argues Constitutionality of Lanham Act's Living Individual Restriction," Co-Author, Snell & Wilmer's Intellectual Property Litigation Blog (March 10, 2023)
- "Dean Austen Parrish: Continuing UCI's Trajectory of Excellence," Co-Author, Orange County Lawyer (August 2022)
- "The Trademark Modernization Act," Co-Presenter, Snell & Wilmer's Intellectual Property Litigation Meeting (June 20, 2022)
- "Antitrust Deterrence of Patent Holdup: Refocusing on Competition as a Driver of Technological Innovation," Author, UC Irvine Law Review (May 2022)
- "Irreparable Harm, I Presume? The Trademark Modernization Act and Other Changes in Trademark Law," Co-Author, Orange County Lawyer (May 2, 2022)
- "NCAA Publicity Rule Raises Labor, Antitrust, Policy Issues," Co-Author, Law360 (September 9, 2020)

Professional Recognition & Awards

- Snell & Wilmer Pro Bono Award (2023)

Community Involvement

- USC's Hale Moot Court Honors Program, Volunteer Judge (February 2023)
- Orange County United Way - Snell & Wilmer Fundraising Campaign, Co-Organizer (2022)
- United Way Mentorship Program Mentor (2022)
- Public Law Center
    - U-Visa Program for Victims of Serious Crimes, Pro Bono Attorney (2022-Present)
- North Orange County School, Parent Volunteer (2018-Present)
    - Fundraising (2018-Present)
    - Room Parent & Assistant Room Parent (2018-2021)
- Fourth District Parent Teacher Association (PTA), Carnival Co-Coordinator (2021)

Previous Professional Experience

- Snell & Wilmer, Summer Associate
- Holmes Lofstrom, PC, Paralegal
- Call & Jensen APC, Paralegal

- Ladas & Parry LLP, Paraprofessional

Bar Admissions

- California