

# ZANETA M. ROBINSON

WAKE FOREST UNIVERSITY SCHOOL OF LAW

1965 Wake Forest Road | Winston-Salem, NC 27109

robinsz@wfu.edu | 336.758.3675

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## EDUCATION

WAKE FOREST UNIVERSITY SCHOOL OF LAW, Winston-Salem, NC

Wake Forest Intellectual Property Law Journal, Executive Editor  
Wake Forest Moot Court Board, BMI/Cardozo Entertainment Law Team  
CALI Awards: Trial Practice, Trademarks  
ABA-BNA Award for Excellence in the Study of Intellectual Property  
North Carolina Academy of Trial Lawyers Award

JAMES MADISON UNIVERSITY, Harrisonburg, VA  
President's List  
Dean's List

## ACADEMIC APPOINTMENTS

WAKE FOREST UNIVERSITY SCHOOL OF LAW

|                                                                     |                   |
|---------------------------------------------------------------------|-------------------|
| Clinical Professor of Law                                           | 6/2025 to present |
| Associate Clinical Professor                                        | 7/2021 to 6/2025  |
| Director and Supervising Attorney, Intellectual Property Law Clinic | 7/2021 to present |

THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL SCHOOL OF LAW

|                                                                       |                  |
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| Clinical Associate Professor                                          | 6/2019 to 6/2021 |
| Director and USPTO Supervising Attorney, Intellectual Property Clinic |                  |
| Adjunct Professor of Law                                              | 7/2017 to 5/2019 |

THE UNC LAW INSTITUTE FOR INNOVATION, Chapel Hill, NC

|                                             |                  |
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| Director, Intellectual Property Initiatives | 6/2019 to 6/2021 |
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## PROFESSIONAL EXPERIENCE

KILPATRICK TOWNSEND & STOCKTON, LLP

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| <i>Trademark of Counsel</i> | 6/2016 to 6/2019 |
| <i>Summer Clerk</i>         | 2001             |

BLANCO TACKABERY & MATAMOROS, P.A.

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|------------------|-------------------|
| <i>Associate</i> | 12/2010 to 6/2016 |
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OLIVE & OLIVE, P.A.

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| <i>Associate</i> | 3/2006 to 12/2010 |
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ELLIOT PISHKO MORGAN, P.A.

|                  |                  |
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| <i>Associate</i> | 8/2005 to 2/2006 |
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SHARPLESS & STAVOLA, P.A., Greensboro, NC

|                  |                  |
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| <i>Associate</i> | 8/2003 to 7/2005 |
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## PUBLICATIONS AND WORKS IN PROGRESS

Zaneta M. Robinson, *Trademark Law as an Accessory to Language Death*, RUTGERS UNIVERSITY LAW REVIEW (forthcoming 2025).

Listed on SSRN's Top Ten download list for Intellectual Property: Trademark Law eJournal (September 2024); Linguistic Anthropology eJournal (September 2024).

Zaneta M. Robinson, *Corpus Linguistics and the Trademark Doctrine of Foreign Equivalents*, TEXAS INTELLECTUAL PROPERTY LAW JOURNAL (forthcoming 2025).

Zaneta M. Robinson, *Language Preservation With Trademark Registration* (work in process)

Zaneta M. Robinson, *Untraditional Knowledge* (early stage).

Zaneta M. Robinson, *Language and Trademark Fame* (early stage).

## SELECTED ACADEMIC CONFERENCES AND PRESENTATIONS

- Invited Panelist, *Balancing Innovation and Oversight: Navigating the Impact of Technology Across Industries*, University of Richmond Journal of Law & Technology (February 2025)
- Invited Panelist, *The Legal Implications of Artificial Intelligence and Healthcare*, Wake Forest Journal of Law and Policy (October 2024)
- Invited Panelist, *Intellectual Property Rights in the Age of AI*, North Carolina Central University Technology Law & Policy Center Law and Technology Summit (October 2024)
- Presenter, *The Likelihood of Confusing AI*, Intellectual Property Scholars Conference at University of California, Berkeley (August 2024)
- Presenter, *Trademark Law as an Accessory to Language Death*, Lutie Lytle Conference and Writing Workshop at Duke University (June 2024)
- Co-Presenter, *Exploring Intellectual Humility as a Key Component of Professional Identity*, AALS Conference on Clinical Legal Education (May 2024)
- Invited Panelist, *Machine learning: What does it change and why does it matter?*, Wake Forest University The Office of the Provost and Center for Bioethics, Health & Society (February 2024)
- Invited Panelist, *Values Embedded in Disciplinary Practices*, Wake Forest Program for Leadership and Character Course Development and Redesign Workshop (July 2023)
- Presenter, *Meta Marks in the Age of Language Death*, Lutie Lytle Conference and Writing Workshop at Penn State Dickinson Law (June 2023)
- Invited Panelist, *Beginning the Job Search and Excelling at the Job Talk*, Lutie Lytle Conference and Writing Workshop at Penn State Dickinson Law (June 2023)
- Co-presenter, *Equitable Engagement: Supporting the Silent Student*, AALS Conference on Clinical Legal Education (May 2022)
- Invited Panelist, *Trademarks in the Emerging Technology Space*, North Carolina Central University Law, Inaugural Law & Technology Summit (November 2022)

- Invited Panelist, *Emerging Tech & Intellectual Property*, North Carolina Bar Association & Wake Forest University School of Law (March 2022)
- Presenter, *Closing the Wealth Gap*, The Frank Hawkins Kenan Institute of Private Enterprise (November 2019)
- Invited Presenter, *Color: Not Your Ordinary Trademark*, Kilpatrick Townsend Paralegal Conference, (October 2018)
- Invited Presenter, *The Killer Specimen: Keeping Your Application and Registration Live*, North Carolina Bar Association IP Institute for Paralegals (April 2017)
- Invited Panelist, *How to Start a Startup*, Flywheel Co-Work (January 2016)
- Invited Panelist, *Avenue of the Arts*, Wake Forest Journal of Business and Intellectual Property Law Symposium (March 2012)

## **AWARDS AND MEDIA**

*Featured*, Zaneta M. Robinson, Board Certified Specialist in Trademark Law NORTH CAROLINA BAR JOURNAL, February 15, 2024

*Course Development Grant Recipient*, Wake Forest University Program for Leadership and Character (2022, 2023)

## **BAR ADMISSIONS AND CERTIFICATIONS**

North Carolina State Bar

North Carolina Board Certified Trademark Law Specialist

Supreme Court of the United States

U.S. District Court for the Eastern District of North Carolina

U.S. District Court for the Middle District of North Carolina

U.S. District Court for the Western District of North Carolina