



Erin E. Grolle

Shareholder

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Las Vegas, Nevada

Erin Grolle works with gaming, entertainment and hospitality clients in acquiring, protecting and enforcing intellectual property assets with an emphasis on trademarks, domain names, copyrights and rights of publicity.

Erin is skilled in managing large-scale trademark portfolios and advises clients at every stage of brand development. Her comprehensive trademark management begins by conducting clearance searches to evaluate the availability and registrability of new marks and includes filing domestic and international registrations, and when necessary, representing clients before the Trademark Trial and Appeal Board (TTAB). With concentrated knowledge in the emerging field of cyber law, Erin is also at the forefront of brand protection and enforcement on the Internet and regularly assists clients in recovering infringing domain names through various legal and administrative proceedings.

Erin regularly provides intellectual property counsel in connection with major corporate transactions and drafts complex purchase and license agreements. She also has unique experience drafting and negotiating entertainment contracts with high-profile performers for gaming and hospitality clients.

Erin prioritizes the Las Vegas community both personally and in her practice. Building on her previous experience managing high-profile brands as a public relations professional, she is an integral part of the team protecting the famous "What Happens Here, Stays Here" trademark for the Las Vegas Convention and Visitors Authority. Erin also provides pro bono legal work to several Las Vegas nonprofit organizations, including the Neon Museum and The Liberace Foundation for the Creative and Performing Arts. At the firm, she serves on the Professional Development and Summer Associate Committees.

Previous Experience

Account Coordinator, Kirvin Doak Communications

Practices

Entertainment & Defamation, Intellectual Property, Brand Management, Trademark & Copyright Protection

Representative Matters

- Counsel to Gaiam in a carve out sale transaction in which it sold its non-Gaiam branded entertainment media distribution business to Cinedigm for \$51.5M.
- Served as counsel to Treasure Island, LLC in connection with an amendment and restatement of its credit facility secured by the Treasure Island Hotel and Casino.
- Represented Barden Nevada Gaming, LLC in the \$18,000,000 sale, representing 100% of the equity, of the Fitzgerald's Casino and Hotel in Las Vegas.
- Served as Nevada gaming, corporate, real estate and intellectual property counsel in connection with Station Casinos, Inc. and its operating subsidiaries' emergence from bankruptcy. Brownstein also handled the restructuring, including both asset and equity transfers and new organizational documents with the new owners, and new or amended credit facilities.
- Served as lead counsel to Treasure Island, LLC in connection with the refinancing of its existing credit facility.

- Represented a hotel property owner when an employee was wrongly accused of certain bad actions which were posted on an anonymous website. This accusation urged web users to boycott Brownstein's client's properties. The firm was successful in shutting down the defamatory website.
- Negotiated a complex trademark settlement and consent agreement between the City of Las Vegas and Boyd Gaming Corporation regarding the use of the famous Fremont mark in connection with the City's downtown redevelopment district.
- Negotiated settlement of a trademark infringement lawsuit between two Las Vegas golf courses. This matter included alleged counterfeiting, service mark infringement, dilution, false advertising, false designation of origin and unfair competition.

Community

Board of Directors, Boys & Girls Clubs of Southern Nevada.
The Liberace Foundation for the Creative and Performing Arts
Legal Aid Center of Southern Nevada, Children's Attorneys Project
Neon Museum
Lied Discovery Children's Museum
Grant a Gift Autism Foundation
The Animal Foundation
Heaven Can Wait Animal Society
Angel City Pit Bulls
The Smith Center for the Performing Arts
The Modern LV
Tyler Robinson Foundation

Publications & Presentations

- Brand Strategy 101: Developing, Clearing and Protecting Cannabis Trademarks, Co-author, *Cannabis Business Times*, August 27, 2019
- Copyright Owners May Need to Reassess Copyright Registration Strategy in Light of Supreme Court Ruling, *Brownstein Client Alert*, March 8, 2019
- The Gaming Industry is Susceptible to ADA Website Accessibility Lawsuits, *Brownstein Client Alert*, April 20, 2018
- FTC Puts Social Media Influencers on Notice for Possible Violations of the Truth-in-Advertising Laws, Co-author, *Brownstein Client Alert*, May 24, 2017
- Making Your Mark: The Basics of Brand Protection, Author, *Nevada Business Magazine*, November 1, 2016
- So Long, .com!, *Brownstein Client Alert*, October 30, 2013
- Client Update: What Does the Launch of .XXX Mean for Your Brand?, *Brownstein Client Update*, July 7, 2011

Education

- J.D., *summa cum laude*, William S. Boyd School of Law
- B.S., *summa cum laude*, University of Florida

Admissions

- Nevada
- U.S. District Court, District of Nevada

Recognition

Super Lawyers, Mountain States, Rising Stars, 2013-2018

Legal Elite, *Nevada Business Magazine*, 2012, 2014 - 2016

Nevada Law Journal, University of Nevada, William S. Boyd School of Law

Membership

State Bar of Nevada

Nevada State Bar Association Intellectual Property Section

Ex Officio, 2015-Present

Chair, 2014 – 2015

Vice Chair, 2013 – 2014

Treasurer, 2012 – 2013

Nevada State Bar Association Entertainment Section, Founding Member

Clark County Bar Association

American Bar Association

International Trademark Association