

## Erica M. McCurdy (formerly Gould)



### Practice Description

Erica is an Associate in the international department at Fross Zelnick Lehrman & Zissu, P.C. Erica counsels and advises clients on international trademark, copyright and unfair competition issues. Her sub-specialty is trademark law and practice in Latin America, with a strong focus on Cuba. She manages global trademark portfolios for clients in a broad range of industries, including fashion and apparel, luxury goods, consumer goods and entertainment. In her practice, she advises clients on branding strategies, trademark clearance, registration, licensing, policing, enforcement and opposition and cancellation matters. She also counsels clients on copyright registration and enforcement issues and drafts IP-related agreements such as licenses, assignments, and coexistence agreements.

### Education

Suffolk University Law School (J.D., Dean's List, 2012); University of Massachusetts Amherst, Commonwealth Honors College (B.A., 2008)

### Professional Activities

Inter-American Association of Intellectual Property (ASIPI), Fashion Law Committee member; International Trademark Association (INTA); National Federal Bar Association; Southern District of New York Chapter of the Federal Bar Association; Hispanic National Bar Association (HNBA).

### Honors

*Rising Star*, MIP IP STARS, September, 2018

### Additional Languages

Spanish

### Admissions

New York  
Commonwealth of Massachusetts

### Published Works

"**Battling Trademark Piracy in Cuba,**" published in *Managing Intellectual Property* (June 2015). *Managing Intellectual Property*, June 2015

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"**U.S. Companies Come out with a Win in Cuba,**" published in *Managing Intellectual Property* (October 2017). *Managing Intellectual Property*, October 2017

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