

DUSTIN MARLAN

University of North Carolina School of Law
102 Ridge Road, Chapel Hill, NC 27514
(919) 445-0698 dmarlan@email.unc.edu

ACADEMIC APPOINTMENTS

UNIVERSITY OF NORTH CAROLINA SCHOOL OF LAW, Chapel Hill, NC

Assistant Professor of Law, July 2022—Present

Courses: Intellectual Property Clinic (Director)

Committees: Speakers; Diversity

UNIVERSITY OF MASSACHUSETTS SCHOOL OF LAW, Dartmouth, MA

Assistant Professor of Law, July 2018—June 2022

Courses: Community Development Clinic (Director); Intellectual Property (Survey); Business Organizations; Trademark and Advertising Law; Contracts II

Committees: Library, Technology & Facilities (Chair); Curriculum; Diversity and Inclusion; Appointments; Service-Learning Faculty Fellow (university-wide)

UNIVERSITY OF MICHIGAN LAW SCHOOL, Ann Arbor, MI

Clinical Teaching Fellow, July 2016—June 2018

Courses: Community & Economic Development Clinic (with Prof. Alicia Alvarez)

Service: Campus Task Force on Entrepreneurship (Co-Chair, Equity & Inclusion Committee)

EDUCATION

UNIVERSITY OF PENNSYLVANIA CAREY LAW SCHOOL, J.D., *cum laude*, 2012

Senior Editor, UNIVERSITY OF PENNSYLVANIA JOURNAL OF CONSTITUTIONAL LAW

Student Attorney, Legislative Clinic

Recipient, Distinguished Pro Bono Service Award

INDIANA UNIVERSITY—BLOOMINGTON, B.A., 2007

Major: Political Science

Minors: Psychology, Dutch Studies

Recipient, Faculty Merit Scholarship

ARTICLES AND ESSAYS

[*The Nightmare of Dream Advertising*](#), 65 WILLIAM AND MARY LAW REVIEW __ (2023)

[*Psychedelic Capitalism and the Perceptual Threshold*](#), 103 BOSTON UNIVERSITY LAW REVIEW __ (2023)
(invited)

[*The Dystopian Right of Publicity*](#), 37 BERKELEY TECHNOLOGY LAW JOURNAL 803 (2023)

Judged “one of the best law review articles related to entertainment, publishing and/or the arts within the last year” and reprinted in the Thomson Reuters (West) Entertainment, Publishing and the Arts Handbook.

[*Is the Word “Consumer” Biasing Trademark Law?*](#), 8 TEXAS A&M LAW REVIEW 367 (2021)

[*Unmasking the Right of Publicity*](#), 71 HASTINGS LAW JOURNAL 419 (2020)

[*Rethinking Trademark Law’s “Consumer” Label*](#), 55 GONZAGA LAW REVIEW 422 (2020) (invited)
Judged “one of the best law review articles related to intellectual property law published within the last year” and reprinted in the Thomson Reuters (West) Intellectual Property Law Review

[*Beyond Cannabis: Psychedelic Decriminalization and Social Justice*](#), 23 LEWIS & CLARK LAW REVIEW 851 (2019) (symposium)

[*Visual Metaphor and Trademark Distinctiveness*](#), 93 WASHINGTON LAW REVIEW 767 (2018)

[*Trademark Takings*](#), 15 UNIVERSITY OF PENNSYLVANIA JOURNAL OF CONSTITUTIONAL LAW 1581 (2013) (comment)

SHORTER WORKS

[*Branding Dreams*](#), HARVARD LAW SCHOOL PETRIE-FLOM CENTER BILL OF HEALTH BLOG (Oct. 4, 2022)

[*What Macro dosing Can Learn From Micro dosing*](#), HARVARD LAW SCHOOL PETRIE-FLOM CENTER BILL OF HEALTH BLOG (April 6, 2022)

[*A Sensible, Evidence-Based Proposal for Kratom Reform*](#), HARVARD LAW SCHOOL PETRIE-FLOM CENTER BILL OF HEALTH BLOG (Jun. 8, 2021)

[*The Myth of Psychedelic Exceptionalism*](#), HARVARD LAW SCHOOL PETRIE -FLOM CENTER BILL OF HEALTH BLOG (Mar. 24, 2021)

[*The Movement to Decriminalize Psilocybin, Explained*](#), THE APPEAL (Mar. 1, 2021) (invited)

[*Neurodiversity and Psychedelics Decriminalization*](#), HARVARD LAW SCHOOL PETRIE-FLOM CENTER BILL OF HEALTH BLOG (Oct. 29, 2020) (invited)

[*When Does the Right of Publicity Trump a Video Game Maker’s First Amendment Rights?*](#), 18 CYBERSPACE LAWYER 11 (2014) (with James Kyper)

WORKS IN PROGRESS

The Trademark Bargain

Alchemical Trade Dress

Diluting (Trademark) Dilution

PROFESSIONAL EXPERIENCE

WILSON SONSINI GOODRICH & ROSATI PC, Seattle, WA

Associate, October 2014—July 2016

Trademarks, Copyrights & Advertising and Technology Transactions practice groups.

K&L GATES LLP, Pittsburgh, PA

Associate, January 2013—September 2014. *Summer Associate*, May—July 2011

IP Litigation, IP Procurement & Portfolio Management and Commercial Disputes practice groups.

UNIVERSITY OF PENNSYLVANIA, Philadelphia, PA

Research Assistant to Professor Louis Rulli, August—November 2012

Provided research assistance for article, Louis S. Rulli, *Roadblocks to Access to Justice: Reforming Ethical Rules to Meet the Special Needs of Low-Income Clients*, 17 UNIVERSITY OF PENNSYLVANIA JOURNAL OF LAW & SOCIAL CHANGE 347 (2014).

UNITED STATES SENATE, Washington, DC

Legislative Intern, Office of U.S. Senator Robert P. Casey Jr., January—May 2012

Drafted legislation and provided policy recommendations for member. Placement in connection with the University of Pennsylvania Law School Legislative Clinic.

UNIVERSITY OF PENNSYLVANIA EMPLOYMENT ADVOCACY PROJECT, Philadelphia, PA

Senior Advocate, September 2011—May 2012

Pro bono representation of clients appealing denials of unemployment benefits.

FINNEGAN, HENDERSON, FARABOW, GARRETT & DUNNER LLP, Washington, DC

Trademark Legal Assistant, August 2007—July 2009

Trademark & Copyright practice group.

INDIANA UNIVERSITY—BLOOMINGTON, Bloomington, IN

Assistant Instructor, May 2007—August 2007

Facilitated discussions and graded assignments for “Conversations on Race” seminar.

INDIANA UNIVERSITY RESIDENTIAL PROGRAMS AND SERVICES, Bloomington, IN

CommUNITY Educator, January 2006—May 2007

Planned and facilitated residence hall and campus-wide educational programs on issues relating to diversity, equity and inclusion.

PRESENTATIONS

Presenter, *The Trademark Bargain*, Intellectual Property Scholars Conference (IPSC), Cardozo Law School, Yeshiva University, New York, NY (August 2023)

Participant, *Demystifying “Tertium Quid” Trade Dress*, Junior IP Scholars Workshop (JIPSA), Fordham Law School, New York, NY (August 2023)

Moderator, “Intellectual Property and Social Justice” Panel, Southeastern Association of Law Schools (SEALS), Boca Raton, FL (July 2023)

Presenter, *The Trademark Bargain*, Richmond Law School Junior Scholars Conference, Richmond, VA (May 2023)

Panelist, *The Nightmare of Dream Advertising*, “Emerging Voices in Intellectual Property,” AALS Annual Meeting, San Diego, CA (January 2023)

Participant, *The Nightmare of Dream Advertising*, Junior/Senior Faculty Workshop, Florida State College of Law, Tallahassee, FL (December 2022)

Panelist, *The Nightmare of Dream Advertising*, “IP Boundary Dynamics,” IP Mosaic 2022, Conference, Virtual (October 2022)

Panelist, *The Nightmare of Dream Advertising*, “Regulation of Online Communications,” 2022 SEALS Conference, Miramar, FL (August 2022).

Invited Speaker, *Alchemical Trade Dress*, Intellectual Property and Innovation Inn of Court Annual Dinner, Albany, NY (April 2022).

Presenter, *The Dystopian Right of Publicity*, 10th Annual IP Scholars’ Roundtable, Franklin Pierce Center for Intellectual Property, University of New Hampshire School of Law, Concord, NH (October 2021).

Invited Moderator, “Introducing POPLAR: The Future of Psychedelics Law and Regulation,” Panel on Psychedelics Advocacy and Expertise, Harvard Law School—Petrie Flom Center (Virtual) (October 2021).

Presenter, *The Dystopian Right of Publicity*, 2021 Intellectual Property Scholars Conference, Cardozo Law School (Virtual) (August 2021).

Invited Panelist, *The Dystopian Right of Publicity*, “New Perspectives in Technology Law and Intellectual Property,” 2021 SEALS Annual Conference, Amelia Island, FL (July 2021).

Participant, *The Dystopian Right of Publicity*, Junior Intellectual Property Scholars Association Summer Workshop, Virtual (July 2021).

Discussion Leader, Small Business/Transactional Clinics, AALS Conference on Clinical Legal Education, Virtual (May 2021) (with Prof. Komal Vaidya).

Invited Presenter, *Is the Word “Consumer” Biasing Trademark Law?*, Faculty Workshop Series, Albany Law School (Virtual) (February 2021).

Invited Panelist, “Can Psychedelics Help Save America?,” Harvard Law School—Petrie Flom Center, (Virtual) (October 2020).

Invited Panelist, *Beyond Cannabis*, “Controlled Substances Law 2020” Panel, Gonzaga University School of Law (Virtual) (October 2020).

Presenter, *Intellectual Property Liability Relief in a Pandemic Era*, BYU Trademark and Copyright Symposium, Virtual (August 2020) (with Prof. Kimberly Vu-Dinh).

Discussant, *Post-Market Capitalism* (by Kiel Brennan-Marquez and Daniel Susser), Privacy Law Scholars Conference, Virtual (June 2020).

Participant, *The Dystopian Right of Publicity*, “The Utopia/Dystopia Project: A Paper Workshop,” UNLV William S. Boyd School of Law, Las Vegas, NV (February 2020).

Invited Panelist, *Rethinking Trademark Law’s “Consumer” Label*, 2nd Annual Center for Civil and Human Rights Conference, “Medicine, Music, and Mascots: Furthering Social Justice in the Age of Intellectual Property,” Gonzaga University School of Law, Spokane, WA (September 2019).

Presenter, *Is the Word “Consumer” Biasing Trademark Law?*, 8th Annual Trademark Works-in-Progress Colloquium, American University Washington College of Law, Washington, DC (September 2019).

Presenter, *Alchemical Trade Dress*, 2019 INTA Trademark Scholarship Symposium, Boston, MA (May 2019).

Participant, *Unmasking the Right of Publicity*, Eleventh Annual Junior Scholars in Intellectual Property (JSIP) Workshop, Michigan State University College of Law, East Lansing, MI (May 2019).

Poster Presenter, *Reflection Beyond Words*, 2019 American Association of Law Schools Annual Conference on Clinical Legal Education, San Francisco, CA (May 2019).

Presenter, *Beyond Cannabis*, “The Utopia/Dystopia Project: Speculation, Legal Imagination, Becoming, and Possibilities,” Tulane Law School, New Orleans, LA (April 2019).

Moderator, Entertainment Law Panel, UMass Law Review Symposium, “Navigating a New Reality: A Multi-Platform Look at Media and the Law,” University of Massachusetts School of Law, Dartmouth, MA (March 2019).

Invited Presenter, *Unmasking the Right of Publicity*, Guest Speaker Series, Suffolk University Law School, Boston, MA (March 2018).

Invited Speaker, *Unmasking the Right of Publicity*, Guest Speaker Series, University of Kentucky College of Law, Lexington, KY (November 2018).

Presenter, *Reflection Beyond Words*, New England Clinical Conference, Roger Williams School of Law, Providence, RI (October 2018).

Presenter, *Unmasking the Right of Publicity*, 18th Annual Intellectual Property Scholars Conference (IPSC), UC Berkeley School of Law, Berkeley, CA (August 2018).

Presenter, *Unmasking the Right of Publicity*, 2018 Works-in-Progress Intellectual Property (WIPIP) Colloquium, Case Western Reserve University School of Law (February 2018).

Presenter, *Visual Metaphor and Trademark Distinctiveness*, Legal Theory Workshop, University of Michigan Law School (October 2017).

Presenter, *Visual Metaphor and Trademark Distinctiveness*, Seventh Annual IP Scholars' Roundtable, Franklin Pierce Center for Intellectual Property, University of New Hampshire School of Law, Concord, NH (October 2017).

Presenter, *Visual Metaphor and Trademark Distinctiveness*, Informal Faculty Workshop, University of Michigan Law School, Ann Arbor, MI (October 2017).

Participant, *Reflection Beyond Words*, Clinical Law Review Writer's Workshop, NYU School of Law, New York, NY (September 2017).

Presenter, *Visual Metaphor and Trademark Distinctiveness*, Ninth Annual Junior Scholars in Intellectual Property (JSIP) Workshop, Michigan State University College of Law, East Lansing, MI (May 2017).

Presenter, *Visual Metaphor and Trademark Distinctiveness*, 2017 American Association of Law Schools Annual Conference on Clinical Legal Education, Denver, CO (May 2017).

Presenter, "Eyes on the Prize: Regulations and New Developments in Contests, Sweepstakes, and Promotions Law," King County Bar Association, CLE Presentation and Webinar, Seattle, WA (June 2016).

MEDIA

The Harvard Crimson ([quoted](#))
The Regulatory Review ([scholarship featured](#))
World Trademark Review ([scholarship featured](#))
Gizmodo ([quoted](#))
The Oregonian ([quoted](#))
The Crime Report ([scholarship featured](#))
The Stranger ([quoted](#))
The Street ([quoted](#))
Green Market Report ([scholarship featured](#))
Ipse Dixit: A Podcast on Legal Scholarship ([interviewed](#))

RECOGNITIONS

Affiliated Researcher, Harvard Law School Petrie Flom Center's "Project on Psychedelics Law and Regulation" (POPLAR) (2022-)
[Top 200](#) Global Psychedelic Lawyers and Policy & Regulatory Experts (2021-2022, 2022-2023)
Southcoast Chamber Educational Leadership Award (2019)
UMass Law New Faculty Recognition Award (2019)

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Wilson Sonsini Pro Bono Service Award (2015-16)

Penn Law Toll Public Interest Center Award for Distinguished Pro Bono Service (2012)

BAR ADMISSIONS

Admitted to State Bar of Massachusetts and Michigan (active)