

Larry Staton Jr.

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TECHNO-LAWYER, NEGOTIATOR, PROJECT MANAGER

Experienced attorney with a technical background in software and a track record of managing large projects that deliver outstanding results on time and under budget. Extensive experience resolving civil and commercial conflicts for high-profile clients, avoiding extensive and lengthy legal proceedings. Excellent team player with the ability to establish priorities and work efficiently to achieve the team's goals. Possess superior critical thinking and analytical skills honed through Juris Doctorate degree and Masters of Arts in Applied Economics degree. Lauded for ability to conduct accurate and thorough legal research using cutting-edge technology solutions.

Trademark Law • Copyright Law • Licensing • Dispute Resolution • Project Management
• Electronic Discovery • Legal Research • Start-ups • Bankruptcy • Real Estate • Negotiations
• Government Regulations • Client Relations • Efficiency Improvements

Professional Experience

Staton Law Firm, PLLC: Huntersville, North Carolina

Attorney—August 2008 through current

Solo practitioner serving the Lake Norman region of the Charlotte metropolitan area. My practice focuses on assisting emerging businesses in their intellectual property matters including filing copyright and trademark applications, defending copyright and trademark claims in litigation, and planning strategies with regard to their intellectual property. Because of my low overhead, I am able to offer emerging businesses lower rates, which saves them money, while still providing superior legal services. In addition to intellectual property, I have experience with federal labeling requirements of the Food and Drug Administration for dietary supplements and of the Alcohol and Tobacco Tax and Trade Bureau for wine labeling. Completed 2008 TTB Compliance Seminar for Bonded Wine Premises.

- Successfully prosecuted trademark applications for clients in the furniture business, the dietary supplement business, and technology businesses.
- Helped a client earn copyrights from the U.S. Copyright Office for its software code.
- Assisted in clearance of several labels for client in dietary supplement business.

Sweetpea Software. LLC: Huntersville, North Carolina

Software Consultant—August 2008 through current

Sweetpea Software is the name of my software consulting business. I am a self-taught software developer and I have used my skills to build software solutions for the projects that I have managed. I have recently expanded my services to include developing and creating software for Macintosh desktop application companies, developing Web applications, and streamlining workflows for attorneys who use Macintosh computers.

- Successfully deployed a Web application to track how customers use another Web application.
- Saved client money by integrating and building a shopping cart application with a new payment processor.

Adams Intellectual Property Law, P.A.: Charlotte, North Carolina

Attorney—November 2007 through August 2008

Adams Intellectual Property Law is an intellectual property boutique with six lawyers and is located in uptown Charlotte. The firm's practice areas are related solely to intellectual property, including patent prosecution, trademark prosecution, licensing, and litigation. At Adams, I defended and prosecuted copyright and trademark claims in litigation, defended and prosecuted interference proceedings at Trademark Trial and Appeal Board, and designed, conducted, supervised, and reviewed clearance research for proposed new trademarks for corporate clients and individual clients.

- Helped a client win a jury award of \$2 million for trademark infringement.
- Made money for a client by negotiating a licensing fee for the client's trademark.
- Saved merchandising clients hundreds of thousands of dollars in potential liability by negotiating a settlement over copyright infringement.

Holihan Law: Maitland, Florida

Attorney—April 2007 through October 2007; Paralegal—May 2000 through April 2007

Holihan Law is a small law firm located just north of Orlando, Florida that focuses on intellectual property matters, especially anticounterfeiting programs. I worked at Holihan Law during the day and completed my master's degree and my law degree at night. While at Holihan Law, I supervised nationwide anticounterfeiting litigation programs for Nike, Inc., Oakley, Inc., Disney Enterprises, Inc., Warner Bros. Entertainment Inc., and Sanrio, Inc. I also coordinated with investigators and U.S. Customs Agents and assisted in seizures of merchandise from copyright infringers and trademark infringers in Florida, Puerto Rico, and across the United States. Because of my strong technical background, I was tasked with managing domain name portfolios and mediating domain name disputes at the National Arbitration Forum under the UDRP. I also managed the United States trademark portfolio of large financial institution that consisted of over 100 marks by filing applications, managing renewals, initiating and defending oppositions, and recommending litigation. Finally, I represented the same financial institution in real estate closings for commercial properties and businesses under the SBA loan program.

- Drastically improved efficiency by designing and implementing databases and software solutions to track litigation programs.
- Improved efficiency allowed the firm to take on more work and gross revenues increased each year.

- Removed hundreds of thousands of counterfeit merchandise items from the street, saving our clients time and money in dealing with the counterfeit goods and counterfeiters.
- Successfully recovered more than 20 domain names for various clients through the UDRP arbitration process.
- Helped the U.S. Department of Justice earn a guilty verdict against counterfeiters in Miami, Florida. The judge sentenced the counterfeiters to 96 months and 86 months, respectively.
- Closed over \$10,000,000.00 in loans during 2000-2001 fiscal year.

Formal Education

Juris Doctorate (Magna Cum Laude): Florida A&M University College of Law, Orlando, Florida
Aug 2003–Dec 2006

- GPA: 3.342
- *May 2006:* International Trademark Law seminar through John Marshall School of Law and International Trademark Association.
- Senior Paper—*That Which We Call a Wine: Would a Wine by Another Name Taste as Sweet?* (discussing compliance with Article 23 of the TRIPS Agreement).
- Elective classes included intellectual property law, bankruptcy law (including BAPCPA), consumer protection law, federal income tax, and federal courts.
- Required classes included family law, constitutional law, and professional responsibility.
- Participated in community economic development clinic where I served as intellectual property advisor to low-income clients. Clinic duties also included development of business plans, formation of business organizations, and drafting licensing agreements.

Master of Arts in Applied Economics: University of Central Florida, Orlando, Florida
Aug 2000–Dec 2001

- Studied monetary policy and financial institutions. Wrote policy paper on formation, structure, and regulation of credit unions.
- Participated in entrepreneurship program where my team created a new product, researched the demand for the product, and pitched the product to venture capitalists in Orlando.
- Required courses included financial accounting, managerial accounting, and corporate finance.
- GPA: 3.571

Bachelor of Arts in Legal Studies: University of Central Florida, Orlando, Florida
June 1996–Dec 1999

- Required courses included federal civil procedure, family law, real property, legal writing, and legal research.
- GPA: 3.9 in Major; 3.453 overall

Continuing Legal Education

Employment Law: Fundamentals of Employment Law

Bankruptcy Law: Automatic Stay

Bankruptcy Law: Preferences and Fraudulent Transfers

Real Estate Law: North Carolina Foreclosure Prevention Project

Court Admissions

North Carolina State Courts

Florida State Courts

United States District Court for the Middle District of Florida

United States District Court for the Western District of North Carolina

United States District Court for the Middle District of North Carolina

Professional Organizations

Florida Bar

North Carolina Bar

Carolina Patent, Trademark, and Copyright Law Association

International Anti-Counterfeiting Coalition

- Internet Committee

International Trademark Association

Community Activities

HOA Architectural Review Board

Charlotte Area Bicycle Alliance