

## Melissa V. Skrocki

Shareholder

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### PRACTICE AREAS

Corporate & Business

Intellectual Property & Technology

Renewable Energy

Business and Banking



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Melissa focuses her practice on counseling business clients through various transactions with an emphasis on intellectual property issues. Melissa's business law practice includes the representation of clients in contract negotiations, confidentiality agreements, organization and formation of business entities, mergers and acquisitions, shareholder licensure agreements, operating agreements and licensing agreements. Melissa assists women and minority owned business clients with state and federal MWBE certification and renewal.

In connection with the firm's Intellectual Property and Technology practice, Melissa advises clients with regard to state, federal and international trademark matters such as availability searches, registrations and maintenance of trademarks. She also counsels clients with regard to domain name disputes, privacy and use policies and other Internet related matters. She is also well versed in the intricacies of federal copyright law and intellectual property licensing agreements.

In the area of Renewable Energy, Melissa represents clients in the sale of ownership interests in renewable energy companies, negotiates commercial financing with SREC secured interests and preparation of operating agreements. She also negotiates co-generation agreements for her clients.

### Practice Focus

- Business Contracts
- Acquisitions & Mergers
- MWBE Certification
- Trademark & Copyright Registration
- Intellectual Property License Agreements
- Internet Policies and Disputes
- Non-Disclosure Agreements
- Renewable Energy Contracts

### Education

- Seton Hall University School of Law, J.D., 2002  
Corporate Concentration
- Lafayette College, B.A., 1999

#### **Admissions**

- New Jersey
- New York

#### **Honors/Awards**

- Voted a 2018 Monmouth County Top Lawyer, *Monmouth Health & Life*, November 2018
- Recipient of Monmouth Regional Chamber of Commerce's 2017 ATHENA™ Young Professional Leadership Award
- Selected as a *Super Lawyers* New Jersey Rising Star, 2010, 2017
- Named an "Associate to Watch" by *Chambers USA*, 2013-2014

#### **Professional Activities**

- Co-Chair, Intellectual Property Committee of the Business Law Section, New Jersey State Bar Association
- Member of the Women of Leadership Committee, Association for Corporate Growth, NJ Chapter
- Member of the Board of Directors of EasterSeals New Jersey
- Member of the International Trademark Association (INTA)

#### **Articles/Publications**

- "NJ Extends EDA Loan Program to Minority or Women Owned Businesses," *NJ Corporate & Securities Law*, January 12, 2018
- "Santa Claus is Comin' to Town and Back to its Original Author," *IP Biz Tech Blog*, December 24, 2015
- "Legal Q&A," *New Jersey Tech News*, February 2014
- "Avoiding The Hack: Credit Card Data Security Measures Of Merchants," *IP Biz Tech Blog*, February 11, 2014
- "Legal Q&A," *New Jersey Tech News*, July 2013
- Co-author, *IP Biz Tech Blog*
- "Got a Website or App With No Privacy Policy? California Has a Fine For That." *IP Biz Tech Blog*, May 22, 2013
- "Legal Q&A," *New Jersey Tech News*, October 2012
- "Legal Q&A," *New Jersey Tech News*, December 2011
- Brief of *Amicus Curiae* for Rosetta Stone LTD., v. Google, Incorporated
- "Seller Beware: How to Avoid Costly Mistakes in Product Labeling"
- "Legal Q&A," *New Jersey Tech News*, July, 2010
- "The Trademark Dilution Revision Act"
- "Pre-registration of Certain Unpublished Copyright Works"
- "Avoiding Common Pitfalls When Choosing a Trademark"

### **Press Mentions**

- "GHC Attorney Successful in Appeal - MWBE Certification Awarded in Favor of Client," *GH&C Alerts*, March 2, 2016