



## Erika S. Koster

Senior Counsel

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Erika partners with clients ranging from startups to *Fortune* 100 companies to safeguard their intellectual property assets through effective trademark selection and enforcement. She also handles corporate matters involving copyrights and software licensing, with an emphasis on internet, data privacy and security issues.

Prior to entering the legal profession, Erika owned a consulting company and performed computer programming services for several prominent Wall Street firms, including Morgan Stanley, Shearson Lehman and Bankers Trust. This experience provides her with an in-depth perspective of the challenges technology leaders face today.

### Representative Matters

- Advise insurance company Travelers on the enforcement of its various trademarks, including its world-famous red umbrella logo.
- Assisted Lifescience Alley in selecting its current name.
- Registered Hamline University's name as a federal trademark after more than 100 years of unregistered use.
- Supervise the registration and maintenance of Wilson Learning Worldwide's trademarks in more than 46 countries.
- Enforce trademarks for Blue Cross and Blue Shield of Minnesota and provide advice regarding selection of new brand names.
- Advised numerous new medical device companies on how to efficiently name themselves and their products while taking into account the clinical trial process, international issues and potential acquisition positioning.

### Before Fox Rothschild

Prior to joining Fox Rothschild, Erika was a partner at Oppenheimer Wolff & Donnelly LLP.

### Beyond Fox Rothschild

Erika serves as an editorial board member of *Computer & Internet Lawyer*. She also authors numerous articles and frequently speaks on intellectual property business topics.

### Client Resources

## Above the Fold

The increasingly scrutinized area of advertising and marketing has a wealth of legal hurdles. When creating content, advertising professionals and companies often find themselves in hot water with various regulatory agencies, such as the Federal Trade Commission. Erika addresses these emerging trends and issues in the firm's Above the Fold blog.

[View Blog](#)

## Practice Areas

- Intellectual Property
- Trademarks
- Copyrights

## Bar Admissions

- Minnesota

## Court Admissions

- U.S. District Court, District of Minnesota
- U.S. Court of Appeals, Eighth Circuit

## Education

- University of Chicago Law School (J.D., 1992)
- Williams College (B.A., *cum laude*)
  - Mathematics

## Memberships

- International Trademark Association

# Publications

May 1, 2010

### **Billboards, Menus or What? Getting a Handle on Keyword Advertising**

The Computer & Internet Lawyer

March 2006

### **Breach and Tell: Security Breach Notification Laws**

The Computer & Internet Lawyer Vol. 23, p.1-11

January 2004

### **Will it Get Quieter in Cyberspace? Trespass on the Internet**

21, The Computer & Internet Lawyer

September 26, 2000

### **Beyond Copyright**



Fox Rothschild LLP  
ATTORNEYS AT LAW

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San Francisco Daily Journal

May 1999

**Zero Privacy: Personal Data on the Internet**

16 Computer Lawyer 7

January 1998

**Set Phasers on Stun: Handling Internet Fan Sites**

15 Computer Lawyer 18; Reprinted in Century City Lawyer

Winter 1996

**Copyright Rules Govern Web Content**

Off-Line; Reprinted in Corporate Counsel