



Boyd Briefs: March 26, 2015

From Dean Dan

I am pleased to announce that several students from the William S. Boyd School of Law were recently honored with [awards](#) at the [Graduate & Professional Student Research Forum](#) held March 21. Jointly hosted by the UNLV Graduate & Professional Student Association (GPSA) and Graduate College, the forum gives graduate and professional students the opportunity to share research with peers and faculty at UNLV.

Congratulations to the following students:

- Bailey Bortolin, recipient of the 2014 GPSA Service Award, for displaying outstanding dedication and service to UNLV and the Las Vegas community
- Stacy Newman, Lindsay Liddell and Katerina Chadliev for earning first place in the Social Science and Law Poster Session A for their submission of "Bonded Tenancy," work based on research conducted during Boyd's [International and Comparative Human Rights Practicum](#)
- Keivan Roebuck and Craig Friedel for winning second place in the Social Science and Law Platform Session D for their presentation titled "Assembly Line of Broken Fingers: A Roadmap to Combatting Health and Safety Hazards in the Manesar Auto Industrial Belt," also based on their experience during the law school's International and Comparative Human Rights Practicum

The International and Comparative Human Rights Practicum, or India Winter Program, is a three-week hands-on, intensive study abroad course that brings U.S. and Indian law students together to advance the human rights of workers by evaluating and documenting human rights violations facing migrant workers in various industries. Professor [Fatma Marouf](#), co-director of the Immigration Clinic, does a terrific job leading the study abroad sessions.

Dan

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FACULTY SPOTLIGHT: Mary LaFrance

When profiling the scholarly accomplishments of our faculty, I seldom emphasize in which specific law review an article appeared. Although our faculty's work appears in some of the country's most prestigious law reviews, I tend to focus instead on the content of the piece and its contribution to the scholarly discourse, rather than its placement. Occasionally, however, the identity of the publisher is especially worth noting. An article by Professor [Mary LaFrance](#) was judged one of the best law review articles related to intellectual property law published within the last year, and it will be included in the 2015 anthology of the *Intellectual*



Property Law Review. As further indication of her renown, appreciate that this is the third time that her work has been selected for this distinction.

The influential article that will appear in the 2015 anthology is titled "A Material World: Using Trademark Law to Override Copyright's First Sale Rule for Imported Copies." This article first appeared in the *Michigan Telecommunications and Technology Law Review*. She also presented this paper last summer at the Annual Meeting of the International Trademark Association in Hong Kong.

Professor LaFrance's article explains how copyright owners are using trademark law to circumvent a recent Supreme Court decision. In *Kirtsaeng v. John Wiley & Sons, Inc.*, the Court dealt a major defeat to copyright owners by interpreting the "first sale rule" in copyright law to allow the importation and domestic sale of copies that were lawfully made outside the United States, notwithstanding the exclusive importation rights of copyright owners. Publishers, film and record producers, and software and videogame makers could no longer protect their domestic distributors against competition from cheaper imported copies, thereby threatening the standard practice of territorial price discrimination. Yet, LaFrance explains, "with appropriate planning a copyright owner can satisfy the requirements of trademark law, and thereby open the door to a variety of remedies -- from monetary damages to seizure by U.S. Customs agents -- against the unauthorized importation of copies that are otherwise lawful under copyright law." Copyright owners that wish to maintain separation between their domestic and foreign markets can do so under the Lanham Act by ensuring that the copies intended for foreign distributors (1) bear a registered U.S. trademark; and (2) are physically and materially different from copies authorized for domestic sale.

Although current judicial interpretations of trademark law permit this end-run around copyright law, Professor LaFrance argues that this practice disserves the public interest because it is both anticompetitive and anti-consumer. We congratulate Professor LaFrance for producing this important piece of scholarship.



STUDENT SPOTLIGHT: Stephanie Getler

Among the many student organizations that keep student life here at Boyd vibrant and engaging is our chapter of Phi Alpha Delta (PAD), the national law fraternity established over a century ago. Our PAD chapter organizes and delivers a variety of intellectual, service, and social activities, often working collaboratively with other student groups. Leading PAD's efforts this year is its Justice, i.e., its president/CEO/leader of the pack, second-year student Stephanie Getler.

Stephanie is a native Las Vegas who ventured north for her undergraduate education at the University of Nevada, Reno. There she studied political science, always with an eye toward law school and a career as an attorney. "I had been interested in studying law for as long as I could remember," Stephanie recalls. "I have a hard time living with the injustices of the world, big or small. I always attempt to find some way to help people acquire what is rightfully theirs. I enjoy serving my community; helping those in need provides a feeling unlike any other."

In pursuit of her goal, Stephanie came across UNR's PAD pre-law chapter. The organization matched up well with her objectives and outlook, and Stephanie became an active member. Soon after matriculating at Boyd, Stephanie pledged to Boyd's PAD chapter and became its 1L liaison. Under

Stephanie's watch, PAD earlier this month presented a gaming law symposium, assembling many key local players in the field, including Boyd alumni Katie Fellows '06, Terry Johnson '11, and Ed Magaw '04.

In addition to her PAD duties, Stephanie is a junior staff member on the *UNLV Gaming Law Journal*, a member of Society of Advocates, and secretary for Students United for Diversity in the Law. She also is a Saltman Center for Conflict Resolution Fellow and a student associate for LexisNexis.



ALUMNI SPOTLIGHT: Rob Beyer '01

Rob Beyer, class of 2001, currently serves as a director of debt and equity finance at Mission Capital Advisors, a real estate capital raising firm in New York City. Rob also serves as the executive vice president, secretary and general counsel of The Siegel Group, a real estate investment and management company in Las Vegas. Rob was a member of the charter class at Boyd, graduating magna cum laude.

Upon graduation, Rob clerked for United States District Judge Kent J. Dawson. During law school, he also served as a judicial extern for United States District Judge Philip M. Pro. After clerking with Judge Dawson, Rob became the first Boyd graduate to attend the Graduate Tax Program at the New York University School of Law receiving an LL.M. in Taxation in 2003.

Following a brief period in private practice, Rob entered the world of real estate finance and development. Rob worked for the Carlton Group in Manhattan, raising capital for institutional real estate owners for acquisitions and development throughout the U.S., and then joined the Related Companies to work on development of The Cosmopolitan Las Vegas.

In his recent work with Mission Capital Advisors, Rob has been exclusively engaged on the capital raising assignment for Union Village, a \$1.6 billion, fully-integrated health care village that will include the new Henderson Hospital, opening in 2016. At the Siegel Group, Rob played an integral role in the company's growth into one of the largest privately held real estate investment firms in Nevada, with a portfolio value exceeding \$300 million.

Rob and his wife, Sandy, have two incredible boys: 2-year-old Dax and 4-month-old Ace.
