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**PRACTICE AREAS:**

[Intellectual Property](#)

[Cybersecurity, Data Protection & Privacy](#)

[Gaming](#)

**STATE ADMISSIONS:**

Pennsylvania

**EDUCATION:**

J.D., Drexel University Thomas R. Kline School of Law, 2016

B.A., Loyola University, 2007

## Roger LaLonde

### MEMBER

Roger LaLonde concentrates his practice in the areas of intellectual property, unfair competition, data privacy, software and technology license agreements, and legal issues involving e-commerce and online advertising. He helps companies secure, protect, enforce, and maintain their IP and related assets, including trademarks, copyrights, domain names and software and technology assets. Roger assists in a wide variety of tasks concerning these matters, such as the writing of cease-and-desist letters, performing trademark clearance searches, arguing trademark office refusals during the prosecution of applications, and research and drafting for litigation briefs.

For companies involved in e-commerce, Roger practices in the emerging area of law surrounding data security and privacy policies, and assists clients in keeping these policies compliant and up-to-date with new laws and regulations, including the European Union's General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA). In the area of licensing and other transactions involving software and cloud-based software as a service (SaaS) products, Roger has experience in drafting and negotiating agreements in a variety of industries. He also counsels on advertising matters online and through social media, as well as on issues involving email and text message marketing.

### REPRESENTATIVE MATTERS

- Helped multiple clients litigate and obtain favorable results in proceedings before the Trademark Trial and Appeal Board.
- Drafted many privacy policies, notices and related disclosures to help clients in various industries become compliant with new and emerging data protection regulations.
- Advised client web developers on the internal creation of a "Do Not Sell My Personal Information" page for compliance with the CCPA.
- Assisted in negotiations and contract revisions in a complex transaction involving implementation of "smart" cloud-based devices for monitoring energy levels in a multi-purpose building that uses only renewable energy sources.
- Analyzed, drafted and negotiated numerous agreements involving software licenses for universities, colleges and other institutions of higher education, some of which considered concerns related to the COVID-19 pandemic.

- Worked on legal team in assistance of a national cigar manufacturer and distributor in overcoming trademark office action refusals to secure registrations, and lodged oppositions and petitions for cancellation to defend against competitors seeking to use overly similar marks.

## AWARDS AND RECOGNITION

- Selected for inclusion in Pennsylvania Super Lawyers – Rising Stars, 2025

## NEWS AND INSIGHTS

### PUBLICATIONS

- [“Warning! If Your Website Uses Third-Party Pixels or Tracking Technology You Could Become a Litigation Target,”](#) Eckert Seamans’ Cybersecurity, Data Protection & Privacy Update, September 2025.
- [“The New Colorado and California Privacy Regulations Are Finalized: How Do They Compare?”](#) Eckert Seamans’ Cybersecurity, Data Protection & Privacy Update, April 25, 2023.
- [“Massachusetts Gaming Commission Issues Emergency Privacy and Security Regulations on the Gaming and Sports Betting Industry,”](#) Eckert Seamans’ Legal Update, February 13, 2023.
- [“How Memes Can Go From Viral to Profitable,”](#) Bloomberg Law, March 23, 2021.
- [“Supreme Court’s Opinion in Booking.com Case Suggests Trademark Registration May be Available for Certain Generic.com Marks,”](#) Eckert Seamans’ Intellectual Property Alert July 15, 2020.
- [“Concerns About USPTO’s Proposed E-Filing Rules For TMs”](#) Law360, January 2018.
- “Drafting a Trademark Cease and Desist Letter,” co-author, *Lexis Practice Advisor*, May 2017.

### SPEAKING ENGAGEMENTS

- “Year End Update: State Laws on Data Protection 2025,” co-presented for the Pennsylvania Bar Institute, December 2025.
- “State Laws on Data Protection – a Primer and Update 2023,” presenter, Pennsylvania Bar Institute CLE program, December 2023.
- “Social Media, IP, and the Pandemic: What Has Changed?” co-presented at PBI’s 2020 Business Law Institute, November 2020.