

FACULTY CURRICULUM VITAE

SHARON L. FJORDBAK

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AREA OF EXPERTISE

Sharon Fjordbak teaches and lectures on legal principles applied to business entities and entrepreneurial ventures, including the topics of legal formation of Texas entities, corporate taxation law, trademark and trademark dilution law, copyright law, internet law (including website legal issues), securities law, and employment law. She has presented law lectures and speeches at the SMU Dedman School of Law, University of North Texas (Denton and Dallas), University of Texas at Dallas, Texas Christian University and the College of Santa Fe in Santa Fe, New Mexico.

EDUCATION

1989 Degree - Juris Doctor
Southern Methodist University
Dedman School of Law
Dallas, Texas

Admitted to practice law in Texas and New Mexico

1986 Degree - Bachelor of Business Administration, cum laude
Southern Methodist University
Dallas, Texas

PROFESSIONAL EXPERIENCE

Lecturer of Business Law, University of North
Texas at Dallas

Aug., 2016 to present

Adjunct Lecturer, SMU Dedman School of Law

Jan., 2015 to May,
2016

Adjunct Law Professor, University of North Texas
at Dallas and Denton

Aug., 2010 to Aug.,
2016

Attorney and Counselor, The Fjordbak Law Firm,
Dallas, TX

April, 1993 to present

In addition to her position as an adjunct law professor, Sharon provides legal and counseling services for Dallas/Fort Worth individuals and businesses, focusing on business, entrepreneurial, non-profit, copyright, trademark and entertainment law. Sharon's practice emphasizes the review, negotiation and drafting of various types of agreements, entity formation and operating documents, and consultation with clients concerning for-profit and non-profit transactions.

Types of agreements include: employment, personal services, real estate, consulting services, independent contractor, collaboration, merchandising, video and trademark licensing, software licensing and maintenance, custom software development, purchase, nondisclosure, joint venture, product endorsement, co-production, recording artist, author/publisher, TV anchor broadcaster, host, writer, and professional book.

Attorney and Counselor, Ray, Trotti, Hemphill & Finfrock, P.C.,
Dallas, TX

September, 1989 to March, 1993

Engaged in practice of contract, business, intellectual property and entertainment law. Incorporated businesses, handled computer software licensing contracts and trademark registrations for high-tech companies and obtained non-profit tax status with the IRS for non-profit organizations in Dallas. Reviewed, negotiated and drafted contracts, agreements and other instruments, including employment agreements, personal service agreements, marketing agreements, wills, living wills, powers of attorney, pre-marital agreements, and other instruments for the general practice of law. Represented client in copyright infringement litigation.

CEO, Actifirm Skin Care, Lewisville, TX

August 2003 to Feb., 2007

As chief executive officer, executed business plan, contract negotiations, and managed business, promotion, financial and marketing activities for the manufacture, sale and distribution of Actifirm science-based skin care products to physicians and medical spas.

Senior Financial Advisor, Merrill Lynch, Dallas, TX

March, 1998 to July, 2003

Provided complete financial services, including estate, real estate, business and philanthropy planning, for wealthy individuals and privately-held businesses. Received the Merrill Lynch Lifetime Community Achievement Award 2002.

News Reporter and Editor, KRLD News Radio,
Dallas, TX

June, 1982 to November, 1982

Gathered, wrote, edited and reported news for daily newscasts, including interviews of community leaders, politicians and experts on a variety of topics.

**News Anchor, Talk Show Host and Producer,
WKID-TV, Channel 51, Hollywood, Florida**

January, 1981 to May, 1982

Gathered news, wrote and anchored early evening newscast ("The Broward News"). Produced and hosted two talk shows, one covering public affairs ("The Broward Edition") and the other covering current events with controversial viewpoints ("Priority One").

SCHOLARSHIP

Publications

Fjordbak, S.L. (1990). The International Direct Broadcast Satellite Controversy. *Southern Methodist University Journal of Air Law and Commerce*, 55, 903-938

Manno, S.L. (1983-84). The Epidemic and the Solution. *Southern Methodist University Criteria*, 51-53

Fjordbak, S.L. (2010). Enhancing and Protecting Your Brand in a Cause-Related Marketing Campaign. *TheFjordbakLawFirm.Com*, Entrepreneurial Law Link

Fjordbak, S.L. (2009). Treasure Trove of Public Domain Works: Which ones are truly in the public domain? *TheFjordbakLawFirm.Com*, Copyright Compass Link

Fjordbak, S.L. (2009). Do you own the copyrighted work you paid for? *TheFjordbakLawFirm.Com*, Copyright Compass Link

Fjordbak, S.L. (2009). The Fair Use Doctrine: can you use a copyrighted work without permission? *TheFjordbakLawFirm.Com*, Copyright Compass Link

Fjordbak, S.L. (2009). Does trade dress law protect your product design? *TheFjordbakLawFirm.Com*, Trademark Compass Link

Fjordbak, S.L. (2009). What is "Victoria's Secret"? - You need to be famous to fight trademark dilution. *TheFjordbakLawFirm.Com*, Trademark Compass Link

Fjordbak, S.L. (2009). Donor Advised Funds - Accountability under the Pension Protection Act of 2006. *TheFjordbakLawFirm.Com*, Non-Profit Compass Link

Fjordbak, S.L. (2009). Keeping Charitable Investments Out of the News. *TheFjordbakLawFirm.Com*, Non-Profit Compass Link

Fjordbak, S.L. (2009). Custom Fitting a Scholarship Program to the 501(c)(3) Mission. *TheFjordbakLawFirm.Com*, Non-Profit Compass Link

Fjordbak, S.L. (2009). Get Classified and Recognized as a Tax-Exempt Non-Profit. *TheFjordbakLawFirm.Com*, Non-Profit Compass Link

Fjordbak, S.L. (2009). Charitable Giving: Give and You Shall Receive.
TheFjordbakLawFirm.Com, Non-Profit Compass Link

Fjordbak, S.L. (2009). Economic and Technological Challenges in the Music Industry:
are multiple rights contracts the solution? *TheFjordbakLawFirm.Com*, Compass of
Entertainment Law Link

Fjordbak, S.L. (2009). What are life story rights and what are they worth?
TheFjordbakLawFirm.Com, Compass of Entertainment Law Link

The Law of Intellectual Property
(Series of Newsletters Distributed to Clients)

Entertainment and Intellectual Property Law
(Series of Newsletters Distributed to Clients)