



## FALLON E. MARTIN

Associate

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Fallon is a member of the firm's Business Litigation Practice. Her experience and current work centers on representing companies and corporations, guiding them through any legal issues that may arise such as protecting intellectual property, resolving non-compete disputes, litigating shareholder controversies, and defending against white-collar criminal charges. She also has significant experience working on matters involving New York Child Victims Act claims.

As a business litigator, Fallon is an energetic and strategic problem solver. She puts her clients at ease by helping them to understand all aspects of the issues they're facing – explaining them in a way in which the clients can understand. Fallon ensures her clients are able to make informed decisions by bluntly outlining all possible outcomes and scenarios. Whether it's reaching a settlement, obtaining a judgment prior to trial, or taking a matter all the way to a judge or jury, Fallon is known for obtaining the most optimal and economical outcomes for her clients.

Fallon enjoys building relationships with her clients as she counsels them through their legal issues. Whether working on a client's initial matter, or assisting them through new problems that may arise, Fallon is always available to her clients, looking out for their best interest.

Fallon is also a member of the firm's Cannabis & Hemp Practice, where she monitors the ever-changing state and federal laws in order to provide counsel to cannabis companies looking to enter the New York State market. She works to anticipate any upcoming changes to those laws and helps clients prepare accordingly. Fallon also participated in the first ever New York State Bar Association Cannabis Law Section meeting. In addition, Fallon co-authored a *Law360* article giving insight and analysis on New York's Conditional Adult Use Retail Dispensary licenses.

Fallon also has significant experience representing clients through National Highway Traffic Safety Administration (NHTSA) recalls, guiding them through the initial filing, organizing corrective action, assisting them in complying with ongoing reporting requirements, and eventually resolution.

The Guaranty Building  
140 Pearl Street  
Suite 100  
Buffalo, NY 14202

### Practices & Industries

Business Crimes & Criminal Investigations  
Business Litigation  
Cannabis & Hemp  
Intellectual Property Litigation  
Product Liability & Complex Tort

### Bar Associations

New York State Bar Association  
Erie County Bar Association  
Women's Bar Association of the State of NY, Western New York Chapter

### Admissions

New York  
New Jersey  
U.S. District Court, Western District of New York

### Education

University at Buffalo, B.F.A., magna cum laude  
University at Buffalo School of Law,

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Fallon is licensed to practice law in New York; New Jersey; and U.S. District Court, Western District of New York.

J.D., cum laude

## Professional Associations

- New York State Bar Association
- Erie County Bar Association
- Women’s Bar Association of the State of NY, Western New York Chapter
- University at Buffalo School of Law Alumni Association, Class of 2020

## Community & Pro Bono

- Junior Board Member, The NativityMiguel Middle School of Buffalo
- Member of the President’s Council, the BISON Children’s Scholarship Fund

## Honors

- *Buffalo Business First’s* 30 Under 30 Award, 2023
- Award for Excellence in the Study of Intellectual Property Law
- Teaching and Research Assistant, SUNY Buffalo, Property Law
- Former Member of the *Buffalo Law Review*

## Press Releases

Hodgson Russ LLP Attorney Named to *Buffalo Business First* “Class of 2023: 30 Under 30”  
March 6, 2023

## Publications

The Battle After *Warhol*: Tattoos as Artwork or Infringement?  
*Hodgson Russ Intellectual Property Litigation Alert*, April 24, 2024

AI Lawsuit May Eclipse Claims of Fair Use  
*Hodgson Russ Intellectual Property Litigation Alert*, April 5, 2024

Music Copyrights on a Roll – Read and Listen to Hear the Latest  
*Hodgson Russ Intellectual Property Litigation Alert*, October 6, 2023

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Taco Bell Throws Its Hat in the Ring to Free “Taco Tuesday” from Trademark Protection  
*Hodgson Russ Intellectual Property Litigation Alert*, May 30, 2023

Second Circuit Modifies Injunction and Opens the Door for Dispensaries in WNY  
*Hodgson Russ Cannabis & Hemp Alert*, March 29, 2023

Copyright Claims of Cosmetic Company Continue to Trial  
*Hodgson Russ Intellectual Property Litigation Alert*, March 23, 2023

Governor Hochul Vetoes Grieving Families Act in the 11th Hour  
*Hodgson Russ Product Liability & Complex Tort Client Alert*, January 31, 2023

Luxury Fashion Designer Earns Its Stripes In Trademark Victory Against adidas  
*Hodgson Russ Intellectual Property Litigation Alert*, January 27, 2023

Court Ruling Simplifies Service Upon Foreign Trademark Infringers  
*Hodgson Russ Intellectual Property Litigation Alert*, December 20, 2022

Fortnite Crushes Choreographer’s Copyright Claims  
*Hodgson Russ Intellectual Property Alert*, November 28, 2022

## **Presentations & Events**

Intellectual Property Protection & Enforcement Webinar Series  
April 20, May 25, and June 22, 2023