

Serena Totino

Senior Associate

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OVERVIEW

Serena Totino is a senior associate in the firm's London office, where she is a member of the IP Procurement and Portfolio Management practice group. Serena manages the trademark and design portfolio of international companies, advising clients on infringements, invalidation actions, and international filing strategies. In addition, she has experience in negotiating and drafting IP related agreements and has worked on a range of copyright and domain name matters.

PROFESSIONAL BACKGROUND

Prior to joining the firm, Serena worked at the London office of an American firm. Before that she trained in Italy, Denmark, and the United States, gaining experience in litigation, corporate, and IP departments.

ACHIEVEMENTS

- Recognised by *The Legal 500 United Kingdom* as a Recommended Lawyer for Intellectual Property: Trade Marks, Copyright and Design in London, 2024-2026

EDUCATION

- PGD, Queen Mary University of London, School of Law, 2018
- Law Degree, Roma Tre University, Faculty of Law, 2012 *(Hons)*

ADMISSIONS

- Italian Bar
- Solicitor of the Senior Courts of England and Wales

THOUGHT LEADERSHIP *POWERED BY HUB*

- 29 July 2026, Ambush Marketing: The Aftermath of Milano Cortina 2026
- 23 April 2026, Artificial Intelligence and Copyright: Where Does the United Kingdom Stand?
- 6 August 2025, Life After Skykick: UKIPO Issued New Guidelines
- 18 July 2025, EU Designs: Genuine Design Activity and Intellectual Effort are not Required for Protection
- 25 June 2025, Post-Sale Confusion Relevant to UK Trade Mark Infringement Cases but Supreme Court Overturns Court of Appeal in the Umbro Case
- 22 November 2024, *SkyKick v. Sky*: A Debrief of the Latest Developments
- 19 November 2024, Can Industrial Designs Be Protected by Copyright in the United Kingdom? The WaterRower is Not Protected by Copyright in the United Kingdom
- 23 May 2024, Design Series – Episode 1: *M&S v. Aldi*: Guidance on Enforcement of Registered Designs in the UK
- 26 March 2024, A Lidl Decision With Big Implications–Court Of Appeal Edition
- 19 April 2024, Artistic Value May Prevent Protection of the Vespa Shape as a Trade Mark in Italy
- 13 December 2023, Walking the Fine "Broken" Line in Designs
- 30 November 2023, Genuine Use of a Trade Mark in Relation to Second-Hand Parts: The Ferrari Testarossa Case
- 12 September 2023, UK Trade Mark and Design Reform Consultation
- 2 August 2023, Batman Won Another (Trademark) Battle
- 20 February 2023, Some (General Court) Decisions Put a Smile on Your Face
- 17 November 2022, Dior Did Not SADDLE on Distinctive Character of Its Iconic Bag
- 30 August 2022, Swatch v Samsung: App Store Operators are Not Intermediaries and Can be Liable for Trade Mark Infringement
- 28 April 2022, Does Brexit Always Mean Brexit?
- 24 March 2022, Wine Labelling: A New EU Regulation is Coming Into Force in 2023
- 29 November 2021, Ferrari Obtains New Guidance From the CJEU on Protection of Parts Under the Unregistered Community Design Regime
- 2 August 2021, Registrability of Shape Marks and Technical Function of Complex Products: The Pirelli Case
- 15 April 2021, Just One More Thing For Swatch and Apple to Fight About

- 6 November 2020, Don't Mess with Ferrari: The Prancing Horse Legal Drama
- 30 May 2020, Protection of Store Layout Under Copyright Law: The KIKO Case
- 11 May 2020, What is the Italian Historical Trade Mark?
- 26 November 2019, Ferrero successfully enforces the Tic Tac shape mark in Italy
- 29 October 2019, Music to our ears: some clarity on joint authorship of copyright
- 15 August 2019, Bronze, Shape, Glow: A copyright tale destined for Broadway
- 19 June 2019, New Versions of Iconic Designs – Can they be Protected under EU Design Law?
- 21 March 2019, Trademark, Design and Copyright Update For Fashion Brands
- 14 February 2019, Court confirms additional tools for trade mark owners to protect their brand where they operate a selective distribution system in the EU
- 23 January 2019, If the purple colour may not be subject to the effect of time, trade marks certainly are
- 9 October 2018, Descriptive Character and Geographical Origin: Bad News for the Souvenir Industry
- 17 April 2018, CJEU provides some clarity on when a design is ‘solely dictated by its technical function’
- 15 January 2018, A successful year for trade marks and designs worldwide
- November 2017, Trademarks and Unfair Competition Bulletin
- 3 October 2017, The European trade mark reform – Phase 2
- 28 August 2017, How distinctive can a chocolate bar be? After Kit Kat, now it’s Toblerone’s turn
- 2 December 2016, To Perform a Technical Function or Not: This is Rubik’s Question.

OTHER PUBLICATIONS

- "The Business and Law of Fashion and Retail," International Issues, *Carolina Academic Press*, August 2020

NEWS & EVENTS

- 25 March 2025, K&L Gates' IP Practice Recognised in *World IP Review*'s 2025 UK Trademark Rankings

AREAS OF FOCUS

- IP Procurement and Portfolio Management
- Post-Grant Patents

INDUSTRIES

- Consumer Goods and Services
- Luxury Products and Fashion