



Serena Totino

Associate

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OVERVIEW

Serena Totino is an 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.

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
- Senior Courts of England and Wales

THOUGHT LEADERSHIP POWERED BY HUB

- 2 August 2021, Registrability of Shape Marks and Technical Function of Complex Products: The Pirelli Case (*BlogPost*)
- 15 April 2021, Just One More Thing For Swatch and Apple to Fight About (*BlogPost*)

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

OTHER PUBLICATIONS

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

AREAS OF FOCUS

- IP Procurement and Portfolio Management
- Post-Grant Patents

INDUSTRIES

- Consumer Products
- Luxury Products and Fashion