

Sarka Petivlasova

Senior Associate

Alicante

Biography

As a senior associate in our Intellectual Property group, Sarka Petivlasova focuses her practice at Hogan Lovell's on European trade mark and design matters. Based in Alicante, Sarka advises clients from a range of diverse business sectors, including the automotive, construction, beverage, gaming and pharmaceutical industries. Sarka has extensive experience in trade mark prosecution, portfolio management, brand enforcement, opposition and cancellation proceedings before EUIPO, pan-European clearance searches, customs protection and anti-counterfeiting measures.

Sarka leverages her in-house experience in the IP department of a large multinational corporation to ensure she delivers practical, commercial advice to her clients. Prior to joining Hogan Lovell's in 2008, Sarka completed a Master of Intellectual Property and Information Society Law at the University of Alicante. Sarka also holds an LL.M. in International Transactions and Comparative Law from the University of San Francisco, School of Law, where she was awarded a full scholarship. Czech by origin, Sarka obtained her law degree at the Charles University in Prague. She was admitted to the Spanish (Alicante) bar in 2011.

Representative experience

Advising on and coordinating EU-wide prosecution,



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Languages

English
Czech
German
Spanish

Practices

Designs
Intellectual Property
Trademarks and Brands

Industries

Automotive
Consumer

opposition, enforcement and anti-counterfeiting work for a well-known U.S. based Fortune 500 company and its European subsidiaries.

Regularly advising and acting for a variety of clients in relation to EUTM applications, EUIPO oppositions and cancellations, as well as co-existence and settlement negotiations.

Advising on defence strategies in multijurisdictional trademark disputes and coordinating related national proceedings.

Managing EU-wide customs applications and advising on related seizure and enforcement actions in various jurisdictions.

Latest thinking and events

- News
 - Has Messi opened up a Pandora's box before the European Courts?
- News
 - Europe: Well-known brand owners learn from Puma – Evaluate your reputation right!
- News
 - UK & EU Focus On Non-traditional Trade Marks and Overcoming The Hurdles
- News
 - Europe: Double Victory for Coca-Cola. General Court Stops Free-Riding from Outside EU
- Hogan Lovells Publications
 - Intellectual Property Newsletter - August 2013
Intellectual Property Alert
- Hogan Lovells Publications
 - Intellectual Property Newsletter - October 2012
Intellectual Property Alert

Technology & Telecoms

Areas of focus

Strategic Counseling and Portfolio Development

Food and Beverages

Retail and Consumer Goods

Pharmaceuticals and Biotechnology

Education and admissions

Education

Master of Intellectual Property and Information Society Law, University of Alicante, 2008

LL.M., Master of Laws in International Transactions and Comparative Law, University of San Francisco, 2007

Law Degree, Charles University in Prague, 2006

Memberships

AAAML

ECTA

ICALI

INTA

Bar admissions and qualifications

Alicante
