

Paula Moreno

Senior Projects Associate
Alicante

Biography

Fluent in three out of five of the official languages of the EUIPO (the European Union Intellectual Property Office), Paula Moreno is a Spanish qualified projects lawyer in the Alicante office.

She advises clients in English and French. Paula's experience includes portfolio management, brand enforcement, opposition and cancellation proceedings before EUIPO, pan-European clearance searches, customs protection and anti-counterfeiting measures. Paula completed a six-month secondment as a consultant in the IP department of a multinational pharmaceutical company based in Switzerland, during which she gained an invaluable insight into the pharmaceutical industry.

Paula holds an LLM in Intellectual Property and Information Society Law from the University of Alicante (Magister Lvcentinvs) where she also obtained her law degree. She was selected to represent the Magister Lvcentinvs at the European Intellectual Property Institutes Network (EIPIN) conferences in London and Munich.

Representative experience

While on secondment, Paula acted as a Consultant in the IP department of the multinational pharmaceutical company.

Advising well-known pharmaceutical companies on European Union trade mark matters.



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Languages

Spanish
French
English
German

Practices

Intellectual Property
Trademarks and Brands
Designs

Industries

Life Sciences and Health Care
Consumer

Areas of focus

Providing advice to global companies on EU-wide searching.

Advising global companies on EU-wide customs applications.

Latest thinking and events

- Insights
 - GC puts a deep wrinkle in Allergan's derma filler, revoking its JUVEDERM ULTRA EUTM in class 10
- Insights
 - GC annuls the EUIPO Board of Appeal decision on invalidity of Louis Vuitton's "Damier Azur" mark
- Insights
 - EUIPO establishes bad faith in LA IRLANDESA trademark invalidity action based on objective circumstances.
- Hogan Lovells Engage
 - EUTMs: "Strategic" re-filings and the GC's last word – for now – on related bad faith & proof of use
- News
 - EUTMs: "Strategic" re-filings and the GC's last word – for now – on related bad faith & proof of use

Pharmaceuticals and Biotechnology

Retail and Consumer Goods

Food and Beverages

Fashion and Luxury Brands

Education and admissions

Bar admissions and qualifications

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