

Federica Pezza

Projects Associate

Alicante

Biography

Federica Pezza is an Italian qualified projects associate in the Alicante office and a Chartered Part Qualified Trademark Attorney (UK). Federica focuses on European trade mark and Community design matters. She has extensive experience in trade mark opposition and cancellation proceedings before the EUIPO, replies to absolute ground refusals, coexistence negotiations as well as advising on defence strategies in trade mark conflicts.

Before joining Hogan Lovells Federica worked in the Trademark Department of an international tobacco company based in London and assisted with the management of the company's trademark portfolio. She also previously clerked in the IP department of a major Italian law firm, advising, inter alia, on IP aspects of national and international corporate transactions.

Federica graduated from the University Federico II of Naples with a comparative dissertation on copyright law and collective societies, a topic which she researched at Université Paris I-Panthéon-Sorbonne. She holds an LLM in Intellectual Property Law from Queen Mary University of London (UK) and a Certificate in Trademark Law and Practice from the same University.

Latest thinking and events



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Languages

English
Italian
Spanish
French

Practices

Intellectual Property

Education and admissions

- Insights
 - Proving genuine use of iconic marks: the TESTAROSSA pole position
- Insights
 - Descriptiveness of non-EU languages for EU trademarks: PLOMBIR out cold
- Insights
 - Buttoning down distinctive character of a trademark: the BALMAIN EUTM decisions
- Published Works
 - Copyright in Street Art and Graffiti: A Comparative Legal Analysis *Entertainment Law Review*
- Published Works
 - Certification mechanism and liability rules under the GDPR. When the harmonization becomes unification *Digital Revolution -New Challenges for law: Data Protection, Artificial Intelligence, Smart Products, Blockchain Technology and Virtual Currencies*
- Published Works
 - Street heart: urban murals as common goods *IPKat*

Education

LL.M., Intellectual Property Law,
Queen Mary University of London,
2016

Memberships

IAPP CIPP/E

Bar admissions and qualifications

Italy

Court admissions

Italian High and Supreme courts
