

Maria Samartseva

Associate

Moscow

Biography

Maria Samartseva is a Russian-qualified Associate in our Intellectual Property, Media and Technology (IPMT) practice. Having joined the firm in 2009 Maria assists clients in various industries, including consumer, fashion and luxury goods, automotive, media, entertainment, food and beverages, retail, software technologies and life sciences, and Internet and E-Commerce.

Maria has a deep and diverse experience in handling various intellectual property issues in Russia and the CIS region with a focus on IP infringement, including copyright and trademark infringement matters, anti-counterfeiting, unfair competition, parallel import related matters, domain name issues, and customs recordals in Russia and CIS-wide. Given the specifics of cases Maria handles various IP litigation for clients (administrative, criminal and civil proceedings).

Maria also represents clients before the Russian customs, police, and anti-monopoly authorities and successfully performs training for customs, police, and other officials on IP matters on the firm's client brands.

Representative experience

Advised the world's largest U.S.-based toy company on various anti-counterfeiting issues, involving copyright and trademark infringement CIS-wide



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Languages

English
French
Russian

Practices

Commercial
Copyright
Designs
Domain Names
Education
Food Law
Intellectual Property
Marketing and Advertising
Patents

Assisted a Swedish multinational retail-clothing company with licensing work, handle anti-counterfeiting work in Russia and other CIS countries

Advised a French independent pharmaceutical company on anti-counterfeiting and parallel importation issues, advised on customs protection

Latest thinking and events

- Hogan Lovells Publications
 - Comparative legal analysis of accounting systems for copyright and related rights in Russia and the United States *Bulletin of the University named after O. E. Kutafin, MSLA*
- Hogan Lovells Publications
 - Foreign economic activity of an entrepreneur: import of goods – how to avoid violation of Intellectual Property rights? *Journal of the IP Court*
- Hogan Lovells Publications
 - Implementation of a 1-year ban on imports of selected food products into the Russian Federation", Hogan Lovells, Sanctions Alert
- Hogan Lovells Publications
 - Trademarks - Anti-counterfeiting: Customs watch applications - Russia
- Hogan Lovells Publications
 - Copyrights - Copyright protection - Russia

Pharmaceuticals and Biotechnology
Regulatory

Privacy and Cybersecurity

Trademarks and Brands

Industries

Automotive and Mobility

Consumer

Areas of focus

Data Protection

False Advertising and Unfair
Competition

IP Litigation, Arbitration, and
Alternative Dispute Resolution

IP Rights in Transactions

Media and Entertainment Litigation

Strategic Counseling and Portfolio
Development

Education and admissions

Education

Diploma, Kutafin Moscow State Law
University, 2013
