

Lydia T. Gobena

Partner

212.813.5969

lgobena@fzlz.com



Overview

“My creative approach, together with the connections I have through my international background and extensive travel, make it easier for me to achieve results that benefit clients ranging from startups to some of the most famous brands in the world.”

Lydia Gobena’s passion for creativity permeates her broad global practice with innovative strategies for acquiring, enforcing, and assigning international intellectual property rights. From counseling clients on international trademark, industrial design, copyright, and unfair competition issues to litigating international and multicountry conflicts, Lydia gets results for her clients, including protection of nontraditional trademarks such as single colors and sound. Lydia has championed countless court and trademark office decisions for major brand owners acknowledging the fame of their trademarks in jurisdictions around the world, thereby preventing the registration and – in certain instances – use of infringing third-party trademarks. She also secured

one of the first criminal convictions for trademark infringement in Chile.

Recently described as a “key partner” in *Chambers USA*, Lydia has deep experience in obscure international jurisdictions, including conducting global trademark clearance projects with analysis and evaluation of search data and related risks. She investigates and negotiates issues relating to third-party rights, implements global filing strategies, and advises on domain name protection for ccTLDs (country code top level domains) and gTLDs. Her transactional work includes IP portfolio audits and due diligence for acquisitions and divestitures.

Lydia’s diverse international clientele has included leading pharmaceutical and hotel companies, luxury goods companies, personal care companies, entertainment properties, beverage and sports brands, and a leading provider of engineering and architectural software.

Education

Georgetown University Law Center (LLM, *with distinction*, 1996)

University of London (LLB, 1995)

University of Toronto (BA, 1991)

Admissions

Bar Admissions

New York

Court Admissions

U.S. District Court, Eastern, New York

U.S. District Court, Southern, New York

Focus

- Hospitality & Hotels
- Personal Care & Cosmetics
- Jewelry & Watches
- Consumer Products
- Entertainment Properties
- Fashion
- Startup & Emerging Growth
- Publishing

Services

- International
- Trademark
- Transactions
- Copyright
- Social Media & Domain Names

- Design
- Publicity & Privacy

Associations

MARQUES (Chair, Famous and Well Known Marks Team)

International Trademark Association (INTA)

Recognition

World Trademark Review Global Leader 2020-21

World Trademark Review's WTR 1000 2013-21, "Lydia is the ultimate professional and expert on global brand strategy and deftly handles the management and enforcement of large portfolios. She is a pragmatic and responsive lawyer and excellent communicator with terrific instincts – and someone who can liaise equally effectively with experienced in-house counsel and business executives."

Legal 500 2020 "*Lydia Gobena has been an indispensable advisor for international trademark work for many years and remains a valued external member of our IP team.*"

Who's Who Legal: Trademarks Global Leader 2020-21 "a 'reliable and proactive' lawyer with a stellar reputation for her 'outstanding knowledge' of trademarks."

Who's Who Legal: Trademarks 2014, 2017, 2019

Super Lawyers® 2017-2020

Legal 500 US 2006-2007, 2012-2014

International Who's Who Of Trademark Lawyers 2013

Languages

Amharic

Speaking Engagements

- INTA Annual Conference in Hong Kong: Battling for Brands: Strategies for Dealing with Private Labels, May 2014
- 21st Annual Fordham International Intellectual Property Law & Policy Conference: Color Marks: E.U. and US Recent Developments, April 2013
- AIPLA Trademark Boot Camp: International Trademark Basics, June 2012
- New York State Bar Association's 9th Annual Women in Intellectual Property Law Program in New York City, June 2011
- AIPLA Annual Meeting: Absolute Grounds for Refusal in the EU and Non-Traditional Trademarks, October 2008
- INTA Trademark Administrators Conference: Madrid and Filing Strategies, October 2007