

## Natalia Gulyaeva

Partner

Dusseldorf

### Biography

Natalia Gulyaeva's diverse practice encompasses IP portfolio management, IP dispute resolution (arbitration and litigation) and IP transactional work.

Natalia is praised by peers and clients for "her business sense and clear management style," is defined as "creative, flexible, and able to guide clients through the specifics of the Russian market," and a "tough and focused attorney".

Clients compliment Natalia for her ability to see legal matters from an in-house counsel perspective. She is well-known for a chain of victories in complex IP disputes before the Russian courts. She is equally creative and successful in handling disputes between international and domestic corporations in Russia and other CIS countries, and for coordinating multi-jurisdictional dispute resolution (including both litigation and arbitration). Natalia is admitted to represent clients before the Russian PTO, and enjoys rights of audience in the Chamber for Patent and Trademark Disputes and Russian courts. Natalia is admitted for practice in Russia and England & Wales.

Natalia is widely published and is a regular speaker at high profile conferences, including Saint-Petersburg International Legal Forum (SPILF), INTA, ICC, IAPP, MIP, ABA, IBA, WIPO, CIArb and many other events.

Natalia is included in the lists of arbitrators of many domestic and international institutions and has experience acting as both counsel and arbitrator.



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### Languages

English  
Italian  
French  
German  
Russian

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### Practices

Intellectual Property  
Communications, Internet, and Media  
Digital Assets and Blockchain  
Privacy and Cybersecurity

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### Industries

Technology and Telecoms  
Life Sciences and Health Care

Natalia is a tutor in the World Intellectual Property Organization (WIPO) Arbitration and Mediation Center and Associate Professor of Law Faculty at the Higher School of Economics (Moscow, Russia). Natalia is included in the Approved Faculty List of the Chartered Institute of Arbitrators and has been recently appointed to CI Arb European Branch's Board.

## Representative experience

Advising BBC on various contentious and non-contentious matters in Russia/CIS.

Representing ViiV Healthcare/ GSK in patent contentious and transactional matters in Russia/CIS.

Advising eBay on various data protection, e-commerce related and IP matters in Russia/CIS.

Advising PayPal on various data protection related and IP matters in Russia/CIS.

Representing Johnson & Johnson in IP contentious and transactional matters in Russia/CIS.

Representing the LEGO Group in trademark and copyright contentious and non-contentious matters in Russia /CIS.

Representing CSL Behring in various pharma specific non-contentious matters in Russia/CIS.

Representing Bayer in IP contentious and non-contentious matters in Russia /CIS.

Representing Toshiba in patent contentious matters in Russia/CIS.

Representing a leading, global aluminium producer Rusal in patent contentious and non-contentious matters in Russia and internationally.

Representing Sony Corporation and Sony Computer Entertainment in trademark and patent contentious and non-contentious matters in Russia/CIS.

Representing Caterpillar in IP contentious and non-contentious matters in Russia /CIS.

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## Areas of focus

Cell, Tissue, and Gene Therapies

False Advertising and Unfair Competition

International Programs

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## Education and admissions

### Education

Diploma in Law, Moscow State University, First Class Honours

German Academic Exchange Service Program for International Lawyers, Tuebingen University, Germany

ICC Advanced Arbitration Academy for Central and Eastern Europe

L.L.M. in Law, Tuebingen University, Germany

PhD in Law, Moscow State University

Residential Course for IP lawyers, University of Bristol

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## Memberships

INTA

IAPP

CCI France Russie

AmCham Russia

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## Bar admissions and qualifications

Solicitor, England and Wales

Russia

Representing Kikkoman in IP contentious and non-contentious matters in Russia /CIS.

Advising PepsiCo on IP contentious and non-contentious matters in Russia /CIS.

Representing Fox in contentious and non-contentious matters in Russia /CIS.

Representing NBCUniversal in non-contentious matters in Russia /CIS.

Representing Shiseido Corporation in IP contentious and non-contentious matters in Russia /CIS.

Representing Mattel in IP contentious and non-contentious matters in Russia /CIS.

Representing Avon in IP contentious and non-contentious matters in Russia /CIS.

Representing Tetra Pak in various non-contentious matters in Russia /CIS.

Representing H&M in IP contentious and non-contentious matters in Russia /CIS (WORLDLeaders International Trademark Excellence Award)

Representing Synergy, a leading Russian producer of distilled spirits, in IP contentious and non-contentious matters in Russia and internationally (WORLDLeaders International Award)

Representing Kortros, a well-known Russian real estate market player, RENOVA-StroyGroup GC, in IP matters in Russia.

## Awards and rankings

- Dispute Resolution: Arbitration and Mediation (Russia), *Legal 500 EMEA*, 2020
- TMT, Leading Individual, *Legal 500 EMEA*, 2018-2019
- Intellectual Property, Leading Individual (Russia), *Legal 500 EMEA*, 2018-2020
- Chambers Europe and Global, IP, 2006-2015
- IP and TMT, *Legal 500 EMEA*, 2003-2015
- The Best lawyers Russia, IP, 2012-2015

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## Court admissions

Russian Federation

England and Wales

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- European Legal Experts, IP, 2003-2015
- Client Choice Awards, 2015
- IP, Life Sciences, and TMT, *PLC WhichLawyer?*, 2003-2015
- Euromoney's Women in Business Law Award, 2015
- WORLDleaders International Award, 2007 & 2008
- Life Sciences, Patents, Trademarks, Women in Business Law, *Legal Media Group's Expert Guides*, 2019

## Latest thinking and events

- Sponsorships and Speaking Engagements
  - Decision Making in International Arbitration: Identifying Key Factors that Influence Arbitrators
- Webinar
  - Select IP with Hogan Lovells | Webinar no. 8: Patent Litigation: Discovery & evidence-gathering (Part II)
- Press Releases
  - Hogan Lovells once again named one of the most innovative law firms in Europe by the Financial Times
- Webinar
  - Resolving IP and Technology Disputes Outside the Courts Through WIPO ADR
- Webinar
  - Select IP with Hogan Lovells | Webinar no. 5 'Trade secrets: Overview of multi-jurisdictional trade secret protection (Part II)'
- News
  - Getting The Deal Through: Automotive 2021