

Natalia Gulyaeva

Partner
Moscow

Biography

Natalia Gulyaeva, a Hogan Lovells partner, heads the firm's IP, Media and Technology Practice Group, and the Life Sciences Practice Group for Russia/Commonwealth of Independent States (CIS). Natalia has a wealth of experience working with clients in the high tech, pharmaceuticals, and biotechnology fields. Her diverse practice encompasses portfolio management, dispute resolution, and 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 IP disputes before the Russian courts. She is equally creative and successful in handling complex disputes between international and domestic corporations in Russia and other CIS countries, and for coordinating multi-jurisdictional dispute resolution (including litigation and arbitration). Natalia is admitted to represent clients before the Russian Patent and Trademark Office, and enjoys rights of audience in the Chamber for Patent and Trademark Disputes, and Russian courts.

In addition to her qualification as a Russian lawyer, she



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Languages

English
Italian
French
German
Russian

Practices

Communications, Internet, and
Media

Industries

Life Sciences and Health Care

Areas of focus

is admitted as an English solicitor. She is widely published, and is a regular speaker at high-profile conferences including MIP, ABA, IAPP and INTA. Natalia's team has received several WORLDLeaders International Awards for their work in IP litigation and transactional matters in Russia/CIS. Natalia is the winner of 2015 and 2016 "Client Choice Award" and 2015 Euromoney's Women in Business Law Award.

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 Lego 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

False Advertising and Unfair Competition

Getting the Deal Through: Automotive 2019

International Programs

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, England

Memberships

INTA

IAPP

CCI France Russie

AmCham Russia

Bar admissions and qualifications

Solicitor, England and Wales

and non-contentious matters in Russia/CIS.

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

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

- TMT, Leading Individual, *Legal 500 EMEA*, 2018-2019

Russia

Court admissions

Russian Federation

England and Wales

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

Latest thinking and events

- Published Works
 - Getting The Deal Through Automotive 2019 - Russia
- Hogan Lovells Publications
 - TMT Horizons 2019
- Awards and Rankings
 - MIP: Top 250 Women in IP 2019/20 *LimeGreen IP News*
- Published Works
 - 2019 Chambers Global Practice Guide in Technology, Media, and Telecoms
- Announcements
 - Natalia Gulyaeva elected chairman of the Intellectual Property Committee of the Franco-Russian Chamber of Commerce and Industry
- Awards and Rankings
 - Five stars in Managing IPs Top 250 Women in IP