

## VIVIANA MURA

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Admitted to practice law in New York State and Italy.

### PROFESSIONAL EXPERIENCE

**Luxottica Group**, Port Washington, NY, Intellectual Property Counsel, February 2012-present

- Drafts and negotiates IP related commercial transactions;
- Advises on market strategies and brand development;
- Oversees and manages domestic and foreign complex strategic oppositions/enforcement actions;
- Oversees and manage team responsible for maintaining trademark and domain name portfolio;
- Partners with asset protection team on brand protection matters, including advice on closing accounts, counterfeiting matters, grey market, diversion;
- Advises on intellectual property infringement/non-infringement issues;
- Handles UDRP proceedings;
- Partners with litigation team on IP related litigation;
- Advises on Website Privacy Policies and Terms of Use, social media and other Internet related matters;
- Provides support in brand enforcement, advertising review, compliance, and litigation.

**Herzfeld & Rubin P.C.**, New York, NY, Associate, May 2010-February 2012

- Drafts and negotiates licensing agreements, acquisition and coexistence agreements, manufacturing, sale, development, and service agreements.
- Performs trademark counseling, searching, filing, prosecution, and maintenance.
- Handles trademark, copyright, design-patent, and right of publicity cease and desist matters.
- Conducts trademark and design-patent audits.
- Provides opinions on copyright, trademark, and design-patent registrability, enforcement and infringement, brand strategy and development, unfair competition, counterfeiting, gray market, domain names, social media, right of publicity, advertising compliance, privacy, and art law.
- Handles DMCA complaint and enforcement matters, and UDRP proceedings.

**Private Practice**, Seattle, WA, February 2008-April 2010

- Advised Italian clients on issues of U.S. trademark, design-patent, and copyright law.

**Kenyon & Kenyon LLP**, New York, NY, Foreign Associate, October 2006-January 2008

- Conducted trademark searches; prepared, filed, and prosecuted trademark applications.
- Drafted and negotiated licensing, acquisition, and coexistence agreements.
- Handled trademark and copyright cease and desist matters.
- Prepared opinions on trademark registrability and infringement, trade dress, unfair competition, domain names, cybersquatting, DMCA complaint and enforcement, copyright, patent, and design-patent issues.
- Prepared and prosecuted design-patent applications; advised on E.U. trademark, copyright, and design-patent law.

**Colgate-Palmolive Co.**, New York, NY, Legal Intern, January 2006-April 2006

- Coordinated international clearances and registrations.
- Instructed foreign counsels on infringement actions, anti-counterfeiting, gray market, policing, and enforcement matters.
- Researched and drafted memoranda on advertising, consumer protection, trademark, trade dress, and unfair competition issues, and on E.U. trademark and geographical indication standards.

**Codere Italia Group**, Rome, Italy, General Counsel, April 2002-April 2005

*(Group leader in Italy in the gaming sector; part of the Multinational Codere S.A., which employs more than 7,000 people)*

- Led complex business transactions, negotiated strategic contracts and joint-venture agreements with major public multinational companies focused on licensing, distribution, sales, corporate development, and financing.
- Guided corporate mergers, spin-offs and acquisitions; directed due diligence in corporate acquisitions.
- Led corporate governance.
- Insured regulatory compliance with unfair competition, consumer protection, advertising, trading, and privacy law.
- Directed outside counsels in commercial, employment, and administrative litigation.
- Represented the Group before governmental and local regulatory and enforcement authorities.

**EJSI Law Firm**, Rome & Madrid, Senior Associate, September 1999-March 2002

*(International law firm based in Madrid, focused on Commercial Contracts, Intellectual Property, and Corporate Law)*

- Negotiated international business transactions and joint-venture agreements focusing on IP rights acquisition and management, licensing, franchising, distribution, and financing agreements.
- Directed due diligence for intellectual property transactions.
- Represented companies in commercial litigation.

**Contaldo, Ristuccia & Tufarelli Law Firm**, Rome, Italy, Associate, October 1997-August 1999

*(Italian law firm focused on Telecommunications and IT Law, Intellectual Property, Corporate and Commercial Law)*

- Drafted due diligence reports in corporate acquisitions; drafted commercial contracts.
- Participated in civil and criminal litigation involving telecommunication and consumer protection enforcement issues.
- Researched and drafted memoranda on antitrust, IT and cyberlaw, trademark, unfair competition, and advertising issues.

### **EDUCATION**

- **Benjamin N. Cardozo School of Law**, New York, NY, LL.M. in Intellectual Property Law, June 2006. Honors: IP Externship.
- **Università degli Studi Roma Tre**, Italy, LL.M. in Corporate Law, September 2004.
- **Università di Roma Sapienza**, Italy, Juris Doctor, October 1997. Honors: Dean's Merit Scholarship.
- **Universidad Complutense de Madrid**, Spain, Visiting Student, September 1995-June 1996. Honors: Erasmus Scholarship.

### **LANGUAGES**

- Fluent in Italian, Spanish, and English.

### **PROFESSIONAL AFFILIATIONS**

- Member of the International Trademark Association (INTA); Intellectual Property Law Section of the New York State Bar Association; International Section of the New York State Bar Association; Cyberspace Law Committee of the New York County Lawyers' Association; and Rome Bar Association.

### **SPEAKING ENGAGEMENTS**

- Presented on "Drafting International Sale of Goods Agreements" at the 55<sup>th</sup> Annual Convention of the Union International des Avocats in Miami, Florida. November 2011

- Chaired, and presented at, the CLE Program **“One Dress, Two Designers? When Imitation is Piracy, Not Flattery: Protecting Intellectual Property in the Fashion Industry”** for the Cyberspace Law Committee of the New York County Lawyers' Association. September 2011
  - Organized, and presented at, the CLE Program **“Counterfeit Chic: Legal Protection in the Fashion & Design Industry in the U.S. and Europe”** for the Washington Lawyers for the Arts. December 2009.
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