

Egle Arena

Intellectual Property Specialist

Phone: (323) 880-4520

Egle.Arena@gmlaw.com

1875 Century Park East, Suite 1900, Los Angeles, CA, 90067

Egle Arena advises beauty, fashion, and luxury companies on issues related to EU and U.S. comparative Intellectual Property Law, particularly in connection with trademark prosecution, IP and commercial transactions, social media promotional activities, Metaverse, gaming and NFTs service and license agreements.

Prior to joining Greenspoon Marder, Ms. Arena served as associate in the IP department of a top tier international law firm in Milan, where she advised multinational companies on Italian intellectual property related aspects, managed trademark and design portfolios, handled trademark prosecution matters before the Italian Patent and Trademark Office and customs matters before the Italian Customs Authority, drafted IP licenses, coexistence and settlements agreements, merchandising agreements, manufacturing, supply, and other commercial IP related agreements. She also served as Legal Counsel at Guccio Gucci S.p.A., where she supported the Design Office, the Merchandising Department, the Social Media Department, the Corporate Image Department and the Metaverse Venture Department with all special collaborations projects, including those related to virtual product placement, videogames, merchandising and co-branding, collectibles, Metaverse and NFTs, production of digital assets, digital twins and digital skins, creation of social media content and influencers.

Ms. Arena is licensed to practice in Italy, and she is currently waiting to be admitted to the California State Bar.

Bar Admissions

- Italy, 2014

* *California Bar Candidate*

Education

- J.D. equivalent, Università di Catania, Facoltà di Giurisprudenza, 2011
- LL. M., European and US Intellectual Property Law, Munich Intellectual Property Law Center, 2013

Other Languages

- Italian

Practice Areas

- Litigation
- Intellectual Property