



## Egle Arena

*Senior Counsel\**

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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 an 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 California.

### Bar Admissions

- California, 2023
- Italy, 2014

\*Not admitted to the practice of law in New York

### Education

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

### Other Languages

- Italian

### Practice Areas

- Litigation
- Intellectual Property
- Fashion, Luxury, and Beauty

## **Speaking Engagement**

- Featured Speaker, "Fashion and Gaming" Webinar, *ASIP* (*Inter-American Association of Intellectual Property*), June 29, 2023

## **Publications**

- The Look Behind the Curtain: The Need for Strategic Branding in Cannabis Trademarks