



Elisabetta Bestetti

ASSOCIATE

London

Vorys UK
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Practice Areas

eControl

Education

BPP Holborn, London - Legal
Practice Course, 2018

University of Kent - LLM
Intellectual Property Law
(Distinction), 2017

University of Kent - Law LLB with
Hons (2:1), 2016

Liceo Scientifico Ettore Majorana
Desio, Italy – Italian Maturità, 2013

Bar & Court Admissions

England and Wales

Industries

Retail and Consumer Products

Elisabetta is an associate with Vorys UK. She practices in the firm's eControl group and focuses on eCommerce issues, intellectual property (IP), brand enforcement and business litigation.

Elisabetta has experience managing complex IP portfolios, advising on trademark and design strategy and drafting IP agreements for a diverse range of clients, including a leading eCommerce platform specializing in luxury clothing and beauty products, global restaurant chains with extensive international operations, a figurines and collectibles retailer, and companies in the beauty, home, sports, and pet goods sectors, as well as a luxury car manufacturer. In addition, Elisabetta has experience working with the UKIPO, EUIPO, WIPO, and international registries on a wide array of trademark and design matters, including conducting clearance searches, drafting trademark specifications, and successfully prosecuting or defending opposition actions on behalf of clients.

Elisabetta has also drafted key contentious documents, including cease and desist letters, particulars of claim, letters of claim, and settlement agreements on behalf of clients. She has also initiated and defended trademark and copyright infringement claims for products sold on e-commerce platforms and online marketplaces including Etsy, Alibaba, eBay and Amazon.