



## Faustina Y. Lee

### Partner

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Faustina Lee has supported clients in the procurement and protection of intellectual property rights for over a decade.

Her experience with a broad range of intellectual property issues – from trademark advisement to complex copyright analysis to patent prosecution in the software and electrical arts – allows her to bring a holistic approach to her work.

Faustina regularly counsels brand owners on all facets of trademark law, including selection and clearance of trademarks, prosecution of trademark applications before the U.S. Patent and Trademark Office, proper use and maintenance of trademark rights, management of global trademark portfolios, licensing, and analysis of trademark enforcement issues.

Additionally, Faustina has extensive experience in resolving Internet law matters involving domain name disputes and takedown of infringing content. She has initiated and obtained favorable outcomes on behalf of clients in hundreds of UDRP proceedings before the National Arbitration Forum and World Intellectual Property Organization.

With a background in electrical engineering, Faustina is also registered to practice in patent matters before the U.S. Patent and Trademark Office and has assisted technology companies with patentability analysis, patent prosecution, and patent infringement matters. She also counsels clients regarding utility and design patent protection in the U.S. and abroad.

Faustina also serves as a guest lecturer and resource on intellectual property topics at Loyola Marymount University, the University of Southern California, and various local business incubators.

When not in the office, Faustina enjoys traveling with family, reading, and experimenting with new recipes in her kitchen.

### **Education**

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- University of Southern California, Gould School of Law (J.D., 2010); National Moot Court Team, Top Ten Oralist; Moot Court Honors Program, Semifinalist; Intellectual Property & Technology Law Society, President
- Loyola Marymount University (B.S. in Electrical Engineering, cum laude, 2006); Tau Beta Pi Engineering Honors Society

### **State Admissions**

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- California, 2010

### **Federal Admissions**

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- United States Patent and Trademark Office
- United States Court of Appeals, Ninth Circuit
- United States District Court, Central District of California

### **Service Areas**

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- Intellectual Property
- IP Litigation
- Patent Procurement
- Trademarks
- Internet Law & Domain Names
- Copyright Law
- IP Business Strategy & Agreements
- Patent Litigation
- Food, Cosmetics & Dietary Supplements
- Health & Life Sciences

### **Experience**

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- Created a valuable portfolio of domestic and foreign trademark registrations for a corporate client with an international presence
- Successfully overcame a difficult likelihood of confusion refusal by the U.S. Patent and Trademark Office, resulting in registration of a crucial trademark for the client
- Protected the exclusivity of a client's trademarks by successfully blocking numerous third parties attempting to register confusingly similar marks
- Assisted client with navigating a complex trademark licensing and assignment scheme involving several related corporate entities
- Advised a global fashion retailer regarding strategy for recovery of infringing domain names registered by cybersquatters
- Successfully represented client in an international domain name dispute, resulting in a decision in the client's favor
- Obtained utility and design patents for an early-stage company's first product launch
- Prepared and prosecuted patent applications for a major media streaming service

### **Publications & Events**

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#### **SPEAKING ENGAGEMENTS**

- "Policing Domain Names – Enforcement Options Against Infringing and Malicious Domains," Practising Law Institute (August 2023)
- "Protecting Your Intellectual Property and Business from Copycat Competitors," Webinar, Loyola Marymount University (February 2022)
- "Beauty Trademarks: Building a Strong Foundation," Credo for Change, Credo Beauty (November 2020)