

Lydia T. Gobena

Partner
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Overview

“My creative approach, together with the connections I have through my international background and extensive travel, make it easier for me to achieve results that benefit clients ranging from startups to some of the most famous brands in the world.”

Lydia Gobena’s passion for creativity permeates her broad global practice with innovative strategies for acquiring, enforcing, and assigning international intellectual property rights. From counseling clients on international trademark, industrial design, copyright, and unfair competition issues to litigating international and multicountry conflicts, Lydia gets results for her clients, including protection of nontraditional trademarks such as single colors and sound. Lydia has championed countless court and trademark office decisions for major brand owners acknowledging the fame of their trademarks in jurisdictions around the world, thereby preventing the registration and – in certain instances – use of infringing third-party trademarks. She also secured

one of the first criminal convictions for trademark infringement in Chile.

Recently described as a “key partner” in *Chambers USA*, Lydia has deep experience in obscure international jurisdictions, including conducting global trademark clearance projects with analysis and evaluation of search data and related risks. She investigates and negotiates issues relating to third-party rights, implements global filing strategies, and advises on domain name protection for ccTLDs (country code top level domains) and gTLDs. Her transactional work includes IP portfolio audits and due diligence for acquisitions and divestitures.

Lydia’s diverse international clientele has included leading pharmaceutical and hotel companies, luxury goods companies, personal care companies, entertainment properties, beverage and sports brands, and a leading provider of engineering and architectural software.

Education

Georgetown University Law Center (LLM, *with distinction*, 1996)

University of London (LLB, 1995)

University of Toronto (BA, 1991)

Admissions

Bar Admissions

New York

Court Admissions

U.S. District Court, Eastern, New York

U.S. District Court, Southern, New York

Focus

- Hospitality & Hotels
- Personal Care & Cosmetics
- Jewelry & Watches
- Consumer Products
- Entertainment Properties
- Fashion
- Startup & Emerging Growth
- Publishing

Services

- International
- Trademark
- Transactions
- Copyright
- Social Media & Domain Names

- Litigation

Associations

MARQUES (Member, Famous and Well Known Marks Team)

International Trademark Association (INTA)

The Strategic Forum, New York

Recognition

World Trademark Review's WTR 1000 2013-25

“Lydia Gobena is a skilled performer in cross-jurisdictional issues and multi-country disputes; she also regularly leverages her enforcement nous to provide insightful advice on IP transactional matter.”

Lexology Index: Intellectual Property 2025

World Trademark Review Global Leaders 2020-23

Who's Who Legal IP – Trademarks 2014, 2017, 2019; Global Leaders 2020-23; Thought Leaders – USA, IP – Trademarks 2024-25, “Lydia T. Gobena earns plaudits from peers for her knowledge and client-friendly approach across a swathe of trademark and IP-related issues.”

Managing IP's IP STARS 2023

The Best Lawyers in America®, Litigation – Intellectual Property 2024-25

Super Lawyers® Intellectual Property, New York Metro 2017-2023; “Top Women Attorneys in New York,” 2021-2023

The Legal 500 2020, 2025 “Lydia Gobena has been an indispensable advisor for international trademark work for many years and remains a valued external member of our IP team.”

Attorney Intel, The Top 50 Attorneys of New York 2022

Legal Media Group's Expert Guides, World's Leading Trademark Lawyers 2021

Expert Guides: Women in Business Law 2021-22

The Legal 500 US 2006-2007, 2012-2014

International Who's Who Of Trademark Lawyers 2013

Languages

Amharic

Speaking Engagements

- WTR Live Brand Strategy Summit USA: *Brand building on major and emerging social platforms*, (Moderator), October 2024
- Alt Legal Connect 2021: *Traversing the Universe of Global Trademark Protection*, September 2021
- International Association for the Protection of Intellectual Property (AIPPI) Webinar: *Traditional Knowledge and Cultural Expressions: Appreciation or Appropriation? An IP Perspective*, July 2021
- MARQUES Virtual Round Table Discussion: *Brands in a Time of Crisis*, June 2020
- U.S. Mission to the African Union: *Intellectual Property Rights Seminar*, March 2020
- 33rd MARQUES Annual Conference: *Food, Fashion and Festivals - Whose Culture is it Anyway?*, Dublin, September 2019
- 32nd MARQUES Annual Conference: *Design Your Mark* (Moderator), Paris, September 2018
- New York City Bar CLE: *Trademarks Playbook for General Counsel: The Guide for Legal Brand Strategies*, January 2018
- INTA 2014 Annual Conference: *Battling for Brands: Strategies for Dealing with Private Labels*, Hong Kong, May 2014
- 21st Annual Fordham International Intellectual Property Law & Policy Conference: *Color Marks: E.U. and US Recent Developments*, April 2013
- AIPLA Trademark Boot Camp: *International Trademark Basics*, June 2012
- New York State Bar Association's *9th Annual Women in Intellectual Property Law Program*, New York City, June 2011
- AIPLA Annual Meeting: *Absolute Grounds for Refusal in the EU and Non-Traditional Trademarks*, October 2008
- INTA Trademark Administrators Conference: *Madrid and Filing Strategies*, October 2007