

**Petra Kováčechová**

Associate

Petra specialises primarily in intellectual property law, film law, technology law, e-commerce, and general contract law.

Her expertise in industrial property law focuses mainly on trademarks, designs, patents, and unfair competition, where she has ample experience in crafting comprehensive intellectual property strategies, managing portfolios, licensing, and enforcing intellectual property rights and copyright. Her strategic assistance to clients extends to transactional projects, particularly those that involve significant elements of intellectual property, know-how, or technology.

With substantial practical experience in copyright and film law, Petra regularly advises leading international and local film studios, producers, media content platforms, investors in the entertainment industry, and

periodicals publishers.

Her involvement in various e-commerce projects spans multiple industries, including fashion, cosmetics, and electronics. She provides critical advice on consumer protection and electronic commerce, helping major international and local clients address issues related to intellectual property, consumer rights protection, legal aspects of marketing, and personal data protection.

Prior to joining our firm in 2021, Petra worked at a prominent international law firm based in London, specialising in dispute resolution and litigation. During her studies, she worked for four years as a legal assistant at a prominent Bratislava-based law firm, specialising in civil and commercial law.

**Membership in professional associations**

Slovak Bar Association

**Languages**

Slovak, English, Czech

**Education**

Comenius University in Bratislava, Faculty of Law (2018), Mgr.

Queen Mary University of London, UK (2019), LL.M (Intellectual Property Law)

Universidade NOVA de Lisboa, Portugal (2016), Erasmus programme, specialising in intellectual property law

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