
WIPO LIST OF NEUTRALS

BIOGRAPHICAL DATA

Mariya KOVAL
PricewaterhouseCoopers Ukraine
Kiev
Ukraine



Nationality: Ukrainian

EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS

Ukrainian Academy of the Foreign Trade, Master Degree in Law (*summa cum laude*) 1999 – 2002;
National Taras Shevchenko University, Specialist Degree in Law, 1995 – 2000.

LANGUAGES

Ukrainian, Russian, English, French

PRESENT POSITION

Head of IP, IT and Data protection, PwC Ukraine

PROFESSIONAL EXPERIENCE BEFORE PRESENT POSITION

Counsel, Redcliffe Partners, 2019-2021;
Attorney at Law, Ilyashev & Partners Law Firm, 2005 – 2019;
Senior Intellectual Property Lawyer, Attorney at Law, Nevinpat-Ukraine LLC (Department of Finnish company Papula Nevinpat), 2004 – 2015;
Intellectual Property Counsel, Krylova & Partners LLC, 2002 – 2004.

MEMBERSHIP IN PROFESSIONAL BODIES

Ukrainian Bar Association, International Trademark Association, Pharmaceutical Trade Marks Group.

July 11, 2022

AREAS OF SPECIALIZATION

Intellectual Property Law, Trademarks, Domain Names, Copyright, Dispute Resolution, Antitrust.

EXPERIENCE IN INTELLECTUAL PROPERTY

Experience in Intellectual Property Practice – 15 years, preparing legal consultations on various intellectual property matters, prosecutions on all intellectual property objects, recognition of trade marks as well-known in Ukraine, dispute resolution on various intellectual property objects, including domain names, drafting documents related to Copyright, Drafting Franchising Agreements, legal advice on intellectual property infringements, including infringements on the Internet, consulting on personal data, trade secrets, drafting non-disclosure agreements.

EXPERIENCE WITH RESPECT TO DOMAIN NAMES

Consulting, dispute resolution, alternative dispute resolution (negotiations, cease and desist letters).

MAJOR PUBLICATIONS

“Appeals Chamber of the National Agency of Intellectual Property haven’t taken any decisions regarding patent trolling after 5 months of work” (November 18, 2021);
“Gig-contracts for IT-specialists: What every business should know?” (September 24, 2021);
“Diia City regime and the changes it brings to intellectual property protection” (September 10, 2021);
“A can opening cannot be a sound mark, European court rules” (August 19, 2021);
“How to get back a stolen domain name?” (August 11, 2021);
“Quotation: Limits Allowed” (October 3, 2019);
“About piracy and fonts” (July 17, 2019);
“Trademark applications examination: distinctiveness and likelihood of consumers confusion” (June 11, 2019);
“Make money on the name: will protection of geographical indications help the Ukrainian exports?” (May 13, 2019);
“EU will strengthen control on the internet: how will this affect the Ukrainians” (April 10, 2019).

EXPERIENCE IN COURT LITIGATION

Acted as counsel in over 30 court cases in courts of first instance and appellate courts in Ukraine from 2003 to the present. The main subject matters of the litigations are trademarks, trade dress, copyright, domain names.

PROFESSIONAL TRAINING IN ARBITRATION

WIPO Advanced Workshop Domain Name Dispute Resolution, Geneva, October 24 and 25, 2017.

EXPERIENCE IN MEDIATION

Counsel for mediation case (2011) between the Japanese company TOHO Co. and the Ukrainian company “Kozyrnaya karta” concerning illegal use by Ukrainian restaurant trade mark “Godzilla” in violation of copyright of TOHO Co.
The parties could not reach an agreement and the Ukrainian company decided to rebrand its restaurant.

MEDIATION EXPERIENCE
SUMMARY TABLE

Type	Administering Institution		Role	
	Name	Number of Mediations	Mediator	Counsel
International Mediations		1		X
	Ad Hoc			
	Others			
Number of Cases Sub-Total		1		
Domestic Mediations	AAA			
	Court Annexed			
	Ad Hoc			
Number of Cases Sub-total				
TOTAL		1		