



## Elisabetta Bestetti

ASSOCIATE

### London

Vorys UK  
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London, UK W1F 0UR

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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.