

Professional profile

GANNA PROKHOROVA



PRACTICE FOCUS

Ganna Prokhorova has been working in the field of intellectual property since 2006. She provides long term strategic advice to many well-known domestic and international companies advising, in particular, in trademark, design, unfair competition and copyright law.

She focuses on protecting the clients' intangible assets through a combination of monitoring and filing strategies, negotiation and creation of transfer agreements, licensing agreements and franchising, as well as the judicial and out-of-court defense of trademarks, designs and domains against infringement and dilution.

Being a litigation lawyer, Ganna is involved in a number of IP court cases representing famous brand owners in defending their IP rights in Ukraine. She is also focusing on copyright issues and advised clients on a wide range of arts-related legal and business issues. Ganna is a frequent speaker on a variety of topics relating to non-technical intellectual property.

Admitted to the Bar in Ukraine since 2009.

LATEST RECOGNITIONS

- **Best Lawyers** 2021 lists Ganna Prokhorova among the leading experts in Intellectual Property Law
- **Rising Star** in Intellectual Property according to the latest **The Legal 500 EMEA** 2020
- **The Ukrainian Law Firms. A Handbook for Foreign Clients** 2020 lists Ganna among the notable practitioners in intellectual property

PROFESSIONAL ASSOCIATIONS AND MEMBERSHIPS

- International Trademark Association (INTA) (Member of the Copyright Committee, 2020-2021)
- European Community Trade Mark Association (ECTA) (Member of the Anti-Counterfeiting Committee, 2019-2020)
- Vice-Chairman of the Board of the Ukrainian Bar Association, Kyiv Branch (2020)
- Ukrainian Advocates' Association (UAA)
- The URS (Uniform Rapid Suspension System) Examiner at the MFSD - IP ADR Center and Academy
- WIPO Panelist under the .UA Domain Name Dispute Resolution Policy (UA-DRP)
- Arbitrator of the Court of Arbitration for Art (CAfA)

EDUCATION

- Kyiv National Economic University (KNEU), Master of Laws, Kyiv, 2006
- World Intellectual Property Organization (WIPO) Academy, General Course of Intellectual Property, 2007
- Media Law Institute, Media Law Course, Kyiv, 2009
- The Hague Academy of International Law, Summer School on Private International Law, The Hague, 2015
- The Institute of Intellectual Property of the National University "Odessa Academy of Law", Master of IP, Kyiv, 2016
- Sotheby's Institute of Art, Art Law course, London, 2018

LANGUAGES

- English
- Russian
- Ukrainian

WHAT CLIENTS SAY

According to The Legal 500, 2020 Ganna Prokhorova is praised by clients as *'very responsive, proactive, and a delight to work with.'*