



Pauline T. Tseng

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Services

Brand Integrity and Innovation Group
Intellectual Property
Litigation and Appeals

Biography

Pauline T. Tseng is an associate in the Brand Integrity and Innovation group. Her practice focuses on intellectual property litigation and enforcement. Ms. Tseng helps corporate clients protect their brands and assets from counterfeiting, infringement, and fraud. These clients come from consumer and technology industries, including apparel, data storage, electronics, enterprise technology, and skincare.

Ms. Tseng earned her Juris Doctor from Loyola Law School, Los Angeles. During law school, she was an Alumni Scholar, an editor on the *Loyola of Los Angeles Entertainment Law Review*, and a research assistant to leading IP scholar, Professor Jennifer E. Rothman. Ms. Tseng was also a judicial extern for the Honorable Philip S. Gutierrez in the United States District Court for the Central District of California.

Publications

- "3 Lessons From 'Exceptional' Hyundai Gray Market TM Case," Law360, 2020

Education

University of California, Berkeley
B.A., 2012

Loyola Law School, Los Angeles
J.D., 2018