Eliza Cen

Paralegal

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OVERVIEW

Eliza has been a member of the Intellectual Property and Health Care + Life Sciences Intellectual Property teams for more than nine years. With more than a decade of trademark experience, she is well versed in all aspects of domestic and foreign trademark prosecution, worldwide clearance searching, *inter partes* proceedings, and trademark portfolio consolidations from mergers, acquisitions, and divestments.

Eliza focuses on large-scale trademark filings, prosecution, and multinational trademark portfolio management with a focus in the pharmaceutical sector.

TOP AREAS OF FOCUS

- Health Care + Life Sciences
- Trademark + Copyright

ALL AREAS OF FOCUS

- Health Care + Life Sciences
- Health Care + Life Sciences Intellectual Property
- Intellectual Property
- Trademark + Copyright

EDUCATION AND CERTIFICATIONS

EDUCATION

- Baruch College, The City University of New York, B.A., 2014, political science, English literature

CERTIFICATIONS AND MEMBERSHIPS

- Notary Public

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PUBLICATIONS

- Co-author, “Trade Dress Disputes Continue To Be a Bitter Pill in Pharma,” *Troutman Pepper Locke*, April 8, 2025.
- Co-author, “IP Protection for Featured Characters in Digital and Physical Media,” *Troutman Pepper*, November 16, 2023.
- Co-author, “The Intersection of Generative AI and Copyright Law,” *The Intellectual Property Strategist* and *Law.com,* August 2023.
- Co-author, “The Intersection of Generative AI and Copyright Law,” *Troutman Pepper*, July 21, 2023.
- Co-author, “IP Considerations for Naming Clinical Trials,” *Troutman Pepper*, May 10, 2023.