

Padmini Cheruvu

Associate

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Practice Areas

- Intellectual Property
- Litigation
- Music and Entertainment

Overview

Padmini Cheruvu is a litigation associate with a focus on intellectual property and business disputes. As the Associate Chair of the Intellectual Property Practice Group, she assists clients in securing, protecting, and enforcing their intellectual property rights. As a member of the Litigation Practice Group, she manages all aspects of state and federal court litigation, including pre-litigation investigation and resolution, discovery, motion practice, mediation, and trial preparation. She has experience in a wide variety of matters, including:

- Registering trademarks with the U.S. Patent and Trademark Office
- Registering copyrights with the U.S. Copyright Office
- Representing clients in opposition and cancellation proceedings before the Trademark Trial and Appeal Board
- Prosecuting and defending trademark infringement, copyright infringement, trade secret misappropriation, and business disputes in state and federal court

During law school, Padmini was the operations editor for the *UC Law SF's Communications and Entertainment Law Journal* and a staff editor for the *UC Law SF's Science and Technology Law Journal*. During her final year, she participated in the UC Law SF Workers' Rights Clinic, where she counseled low-income workers in a wide range of employment issues, and the UC Law SF Mediation Clinic, where she mediated cases in the San Francisco Small Claims Court. She was a teaching assistant in moot court and legal writing and research, and a singer and musical director of UC Law SF Legal Notes.

Professional & Community Affiliations

- Member, Alameda County Bar Association
- Member, South Asian Bar Association of Northern California

Recognition

- Recipient, CALI Excellence for the Future Award®, *UC Law SF Civil Justice Clinic*
- Recipient, Witkin Award - Negotiations and Settlement, *UC Law SF Civil Justice Clinic*

Bar Admissions

- California

Courts

- U.S. District Court, Northern District of California
- U.S. District Court, Central District of California
- U.S. District Court, Eastern District of California
- U.S. District Court, Southern District of California

Education

- **J.D.**, University of California College of the Law, San Francisco, 2014
- **B.S.**, University of California, Los Angeles, 2011

Recent Articles/News

- [The Impact of Romag Fasteners Inc. v. Fossil Inc.: Willfulness Is Not Required For An Award Of Profits In Trademark Infringement](#), May 21, 2020

- [The Continuing Impact of PhoneDog v. Kravitz on the Ownership of Business-Related Social Media Accounts](#), *The North Bay Business Journal*, 2018 Legal and Accounting Guide
- [The Effects of the Defend Trade Secrets Act](#), *The North Bay Business Journal*, 2016 Legal and Accounting Guide
- [2015 California Employment Legislation Update](#)
- [2016 California Employment Legislation Update](#)
- [Are You Ready for the Next Data Breach? The FTC, Privacy Policies, and Data Protection](#)

Past Articles/News

- “Three Parent IVF and its Effect on Parental Rights,” *UC Law SF Science & Technology Law Journal*, vol. 6, Winter 2014