DONAHUE FITZGERALD ATTORNEYS

Padmini Cheruvu

Partner

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Practice Areas

- Intellectual Property
- Litigation
- Music and Entertainment

Overview

Padmini Cheruvu is a litigation attorney focusing on intellectual property and business disputes. She represents clients in complex matters involving trademarks, copyrights, trade secrets, and other commercial conflicts, and advises on enforcement strategies throughout the full lifecycle of brand protection from pre-filing investigations and strategic counseling to discovery, motion practice, alternative dispute resolution, and trial.

Padmini handles all aspects of state and federal court litigation across a broad range of industries. She regularly counsels clients on protecting and enforcing intellectual property rights and currently leads the firm's Trademark Trial and Appeal Board practice for all contested matters before the Board.

Litigation

- Prosecuting and defending trademark, copyright, trade secret, and other business-related disputes in state and federal court
- Representing clients in complex commercial disputes and enforcement actions
- Managing all phases of litigation, including pre-litigation investigations, discovery, motion practice, mediation, trial preparation, and trial
- Representing clients in arbitration and mediation

Intellectual Property

- Representing clients in opposition and cancellation proceedings before the Trademark Trial and Appeal Board
- Developing and implementing intellectual property enforcement strategies
- Advising clients on brand protection, risk mitigation, and dispute resolution

In addition to her legal practice, Padmini chairs the firm's DEI Education Committee.

She previously served as associate co-chair of the firm's Intellectual Property Practice Group.

Padmini earned her B.S. in Microbiology, Immunology, and Molecular Genetics from the University of California, Los Angeles, and her J.D. from the University of California College of the Law, San Francisco, where she served as operations editor of the Communications and Entertainment Law Journal and as a staff editor of the Science and Technology Law Journal.

Professional & Community Affiliations

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

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

- What to Do if Your Trade Secrets Are Misappropriated: A Practical Guide for Businesses
- Understanding and Protecting Your Trade Secrets: A Practical Guide for Businesses
- Donahue Fitzgerald Elevates Two Lawyers to Partner
- 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

Recent Speaking Engagements

- July 09, 2026, Protecting Trade Secrets: Legal Foundations and Practical Safeguards , Contra Costa County Bar Association, Virtual
- October 28, 2025, Protecting Trade Secrets: Legal Foundations and Practical Safeguards , Alameda County Bar Association, Virtual