

# Aliya Seitova

## Senior Associate



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Almaty

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## Overview

Aliya Seitova is a senior associate, trademark and patent attorney in Dentons' Almaty office. She focuses on intellectual property law, with a particular emphasis on trademark and patent filing and prosecution matters, as well as anti-counterfeit infringement matters and related issues such as unfair competition. She has experience of representing clients before local trademark and patent offices and courts, and helps them assign and license copyright, trademark and patent rights. Aliya also records trademarks with the Customs Register of Kazakhstan.

Aliya also has experience of data protection cases (including personal data protection issues), advertising, as well as mass media regulation (including registration of foreign TV channels in Kazakhstan).

## Experience

- **Kcell:** Representing the client in a major dispute with a collecting society. Dentons' team assisted Kazakhstan's largest mobile operator, Kcell, in successfully challenging a US\$2 million IP claim. Dentons team developed a defense strategy that successfully proved that the claimant's allegations were unsubstantiated.
- **Japanese oil company:** Advising on personal data protection issues; preparation and review of consents for collection and processing of personal data; review of codes and policies on data protection.
- **Confidential client:** Assisting with the project to create a romantic comedy based on the music, songs and life of a world-famous singer from Kazakhstan.
- **Multinational media company:** Advising in connection with mass media regulation in Kazakhstan; in particular, assisting with channel rebranding.
- **Multinational oil service company:** Advising in connection with cross-border data transfers.
- **Chinese multinational technology company:** Advising with respect to recording of trademarks with the Customs Register of Kazakhstan.
- **American multinational technology company:** Advising on various questions from a Kazakhstan law

perspective in relation to consumers' rights protection, data protection and licensing, as part of the client's planned activities in Kazakhstan.

- **American Bar Association:** Preparing a decision writing manual on intellectual property disputes, under the auspices of the Rule of Law Initiative program.
- **Australian franchisor:** Advising on franchising matters for Gloria Jean's coffee chain in Kazakhstan.
- **European pay television news network:** Advising on the establishment of the client's business in Kazakhstan in accordance with local legislation, including mass media law, and TV and radio broadcasting law.
- **American multinational telecom company:** Advising the client on licensing issues for different internet services, including VoIP services in Kazakhstan.
- **Global non-alcoholic giant:** Advising the client in connection with protection (including cancellation actions vs infringing marks) and enforcement of IP rights in Kazakhstan and the CIS countries (Azerbaijan, Armenia, Belarus, Tajikistan, Uzbekistan, Kyrgyzstan), as well as in Georgia and Turkmenistan.

## Insights

- "The company's intellectual property under quarantine: issues of registration of exclusive rights in Kazakhstan", *World Monitor magazine*, 2020
- "Legal regulation of trademarks in Germany and Kazakhstan: non-use of trademarks", 2019
- "Some issues of termination of the exclusive right to a trademark under the legislation of the Republic of Kazakhstan", 2019
- "Invalidity and non-conclusion of licensing agreements for trademarks", *Premier Publishing s.r.o. Berlin*, 2019
- Co-author, "Franchising in Kazakhstan", *Franchise Development, Franchise History*, 2019
- Co-author, "Subject of liability cellular operators and TV and radio broadcasting operators for the content of TV channels relayed via the Internet and mobile applications", *online.zakon.kz*, 2018
- "Novelties in the legislation on non-use of trademarks", *Nauka i Zhizn Kazakhstanana academic periodical*, 2018
- "Age classification and age marks in Kazakhstan", *Cable man*, 2018
- "Issues of advertising and the use of copyright items on the Internet", *World Monitor magazine*, 2018
- "Possibility of using a trademark in a modified form", *Nauka i Zhizn Kazakhstanana academic periodical*, 2019
- "History of the development of trademark legislation", *Bulletin of the Institute of Legislation of the Republic of Kazakhstan*, 2019
- "Topical issues of non-contractual obligations due to violation of the exclusive right to a trademark", 2017

## Activities and Affiliations

### Memberships

- Kazakhstan Bar Association
- International Trademark Association (INTA)
- Chamber of Kazakhstan Patent Attorneys

- Комитет ЕВРОБАК по Цифровизации

## Prior and Present Employment

- Senior Associate, Dentons (formerly Salans), Almaty, 2020–present
- Associate, Dentons (formerly Salans), Almaty, 2009–2019
- Intern, Salans, Almaty, January–March 2009
- Intern, Aktobe City Court, Aktobe, Summer 2007

## Areas of focus

### Practices

- Intellectual Property and Technology

## Education

- National University "Odessa Law Academy", 2018, international internship
- Hochschule Wismar, 2017, Principles of German and European Union Civil, Civil Procedure and Public Law
- Adilet High School of Law, 2015, LL.M.
- Eastern Mediterranean University, 2014
- University of Amsterdam, 2010, International Copyright Law Summer Courses, organised by the Institute of Information Law
- Aktobe State University, 2009, LLB, with Honours
- Aktobe Academy of Art, 2004, Degree, with Honours

## Languages

- English
- Kazakh
- Russian