



Vera Serova

Associate

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Vera is a passionate litigator with experience in speech and entertainment-related matters, consumer claims, and business and real estate disputes.

Vera represents the firm's clients in various litigation matters, including shareholder disputes, joint venture disputes, investor disputes, business torts, and real estate landlord/tenant and buyer/seller disputes.

She has represented talent, producers, content creators, and product manufacturers in entertainment, copyright, and trademark-related litigation. She has substantial experience in First Amendment issues and disputes arising from speech and has both prepared winning anti-SLAPP motions and successfully overcome anti-SLAPP defenses.

Vera has also prosecuted and defended against a variety of consumer fraud, false advertising, and Consumer Legal Remedies Act claims and advised clients on the optimal resolution of such matters from the perspectives of both case economics and long-term business ramifications.

Before joining the firm, Vera brought a music-related consumer fraud class action which, after 8 years of litigation, resulted in a California Supreme Court victory.

In her spare time, Vera provides pro bono services to Ukrainian refugees resettling in the United States. She serves as a regulatory liaison and advocate for Ukrainians with the U.S. Citizenship and Immigration Services and handles administrative appeals helping refugees secure public benefits and in-state tuition in colleges.

Vera came into law after more than a decade in the IT industry, in Silicon Valley and abroad, where she facilitated the development and implementation of hi-tech software.

Charitable & Civic Involvement

- Volunteer and Regulatory Liaison at Nova Ukraine's Refugee Support Project
- Regulatory Liaison at Ukraine Immigration Task Force

Bar Admissions

- California

Education

- University of California, Los Angeles School of Law (J.D., 2019)
 - 2-time Masin Family Academic Excellence Gold Award winner in Copyright and Music Law
- Lomonosov Moscow State University (B.S., 2005)
 - Physics and Applied Mathematics

Representative Matters

Speech-Related and Anti-SLAPP Matters

- Defeated a music conglomerate's anti-SLAPP motion against consumer false advertising claims in the California Supreme Court
- Prepared a winning anti-SLAPP motion defeating a defamation claim brought against TV network over on-air statements made by the star of a reality show
- Prepared an anti-SLAPP motion for a client in the cannabis industry resulting in favorable settlement of a publicized business dispute
- Prepared a winning motion for summary judgment in the New York federal court in the case involving allegations of defamation on social media
- Negotiated a favorable settlement for a client in a highly contentious civil harassment matter involving attacks on social media

Entertainment and IP Matters

- Prepared a winning motion for summary judgment for the client in a high-profile fact-intensive idea theft case
- Represented defendants in copyright and trademark infringement disputes
- Litigated contested trademark applications before the Trademark Trial and Appeal Board and Federal Circuit
- Represented producers of a motion picture in a dispute with a foreign investor
- Represented high-profile talent in a successfully resolved profit participation dispute
- Obtained an arbitration award and court judgment in favor of a motion picture rights owner against a foreign distributor for breach of the distribution agreement
- Successfully defended a video game developer in arbitrations initiated by game users

Consumer Fraud and False Advertising Claims

- Obtained a six-figure judgment for an elderly homeowner against unscrupulous contractor and lenders
- Prosecuted to the California Supreme Court victory a case alleging consumer fraud and false advertising relating to a music album, which resulted in the removal of the alleged misrepresentations from the worldwide market
- Obtained an early dismissal of false advertising claims against a large retailer in federal court
- Achieved economic resolution of “nuisance” Consumer Legal Remedies Act lawsuits

Real Estate Disputes

- Represented commercial landlords and tenants in numerous breach of lease and breach of guaranty matters
- Obtained a summary adjudication of the client’s counterclaims in a dispute between real estate investors which led to a favorable settlement of the matter
- Represented the seller in an arbitration over the breach of a real estate purchase agreement
- Prevented eviction and helped secure a new lease for a refugee who faced eviction while in labor

Insights

November 3, 2023

A Top Law Firm Where Culture Reigns Supreme And Attorney Happiness Comes First

Above the Law

December 15, 2022

Greenberg Glusker Corporate Social Responsibility Report 2022

August 18, 2022

California Supreme Court Draws Boundaries for the Free Speech Defense in a Consumer False Advertising Lawsuit

April 14, 2022

Greenberg Glusker Prevails on anti-SLAPP Motion Defeating Defamation Lawsuit Over Popular Reality Television Program

September 30, 2021

Guidance for boardroom disputes in the courtroom

Daily Journal

May 14, 2021

Federal Circuit Court of Appeals Affirms TTAB Decision in Favor of Popular YOGI TEA Brand

In Good Company Blog

September 17, 2024

Fighting Home Equity Fraud

Greenberg Glusker is providing legal assistance to a widow who was defrauded of more than half a million dollars in home equity by an unscrupulous home improvement contractor and his accomplices at multiple lending companies. Through diligent efforts, the...

December 15, 2022

Assistance for Ukrainian Humanitarian Parolees with Resettlement

Vera Serova has been helping Ukrainian humanitarian parolees with resettlement in the U.S. since March. She runs a social media group with ~4,500 members, where she and a few other volunteers consult Ukrainian arrivals on basic immigration and resettlement...

December 1, 2022

Pro Bono Client Receives Over \$24,000 in Retroactive Extended Foster Care Benefits

Vera Serova settled a case referred by the Alliance for Children's Rights resulting in the payment to our client of \$24.5K in retroactive extended foster care benefits. Los Angeles Department of Children and Family Services (DCFS) halted the benefits...