

Lena Petrovic

Partner

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Lena helps technology and media companies protect and maximize the value of their intellectual property through strategic patent and trademark portfolio development.

Lena brings an unusually direct line between creative technology and intellectual property law. Before practicing law, she spent a decade at Pixar contributing to major productions including The Incredibles, Ratatouille, WALL-E, and Brave—and developed patented animation methods during that time. That firsthand experience in software development and creative innovation shapes how she approaches patent prosecution and IP strategy for clients today.

Lena works with companies across the software and hardware industries to develop clear, well-supported patent applications. She guides clients through the prosecution process, addressing recurring challenges such as subject matter eligibility, novelty, and obviousness. Her practice extends to global trademark and copyright matters, including licensing and portfolio management.

The technologies Lena focuses on reflect where innovation is most active: artificial intelligence (AI) and machine learning, fintech, cryptography, interactive and immersive experiences, and digital media. She works regularly with companies in entertainment, gaming, and sports—industries where the intersection of technology and creative content demands IP counsel who understands both sides of that equation.

Select Experience

- Serves as strategic intellectual property counsel to Wētā FX, leading global patent prosecution, trade secret protection, and IP portfolio strategy for virtual production, machine learning, rendering, and other advanced digital filmmaking technologies.
- Developed and manages the global trademark strategy and international trademark portfolio for Cake.com AG, advising on worldwide brand protection, trademark enforcement, and related corporate, real estate, and dispute-resolution matters.

Education

- Santa Clara University School of Law (J.D., 2014)
 - *magna cum laude*
- Princeton University (M.A., Computer Science, 2001)
- California Institute of Technology (B.S., Computer Science & Applied Mathematics, 1997)
 - *with honors*

Bar Admissions

- California
- United States Patent and Trademark Office
- USPTO Patent Agent

- Helped build Notion Labs' U.S. and international patent portfolio from inception, developing patent strategies for artificial intelligence, AI agent, and software technologies while advising on patents, trademarks, copyrights, trade secrets, intellectual property disputes, and strategic technology partnerships.