



**NASTASSIA SAINT-SEVERIN**, Member of the ECTA Internet Committee Senior Counsel –  
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Nastassia joined Procter & Gamble in 2002 and has worked on different categories of the Group's trademark portfolio, including skin & cosmetics, personal care, salon hair care, fine fragrances and retail hair care & color. She is now Senior Legal Counsel in charge of Hair Care, including the global brands Pantene, Head & Shoulders and Herbal Essences.

Her responsibilities include trade mark clearance and prosecution, portfolio management, trademark and copyright enforcement, domain names and Internet related issues as well as relevant aspects in acquisition & divestiture and licensing projects. In addition to IP, she also handles advertising and other legal matters in connection with product launches and business initiatives. Nastassia is based in Geneva.

Nastassia holds a dual degree in business law and foreign languages and completed her legal education with a master in IP and New Technologies from the University of Grenoble, France.

