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Francesca Silverman is Vice President, Senior Managing Counsel, Intellectual Property at Mastercard. Francesca has global responsibility for Mastercard's trademark matters, including strategic planning, clearance, prosecution, enforcement, disputes, and litigation. She leads a team that manages over 12,000 trademarks and hundreds of enforcements matters in virtually every country worldwide. She provides guidance to internal clients regarding brand development and protection, and IP-related issues involved in new technologies, social media, marketing, communications, sponsorships, and commercial transactions.

Prior to her position at Mastercard, Francesca was an attorney in the Intellectual Property Department of Kramer Levin Naftalis & Frankel LLP in New York City. Francesca received her B.A. in Classics and Art History from Columbia University, and her J.D. from Harvard Law School. Following law school, she clerked for Justice Nil Hendel on the Israeli Supreme Court.

Francesca is currently Chair of INTA's Young Practitioners Committee and is a frequent speaker at IP industry events.