

# LERONZA™ Establishes Official Global Brand Presence Following Enforcement Actions

*LERONZA™ confirms its official presence and brand ownership following actions across multiple digital platforms.*

DUBAI, UNITED ARAB EMIRATES, March 30, 2026 /EINPresswire.com/ -- LERONZA™ has confirmed its official global online presence following a series of trademark enforcement actions across multiple digital platforms.

The brand, created in 2016, is derived from the name of its founder and the city of his birth, London. The naming reflects the brand's origin and development within the luxury sector.



LERONZA luxury iPhone 17 collection showcasing premium gold customisation and craftsmanship

LERONZA™ is a trademark owned by its founder, with registered marks including LERONZA LONDON® in multiple jurisdictions, including the United Kingdom, European Union, and United Arab Emirates.



LERONZA represents a brand built on identity, origin, and long-term vision. The steps taken ensure that the brand is clearly represented through its official channels."

*LERONZA spokesperson*

## Enforcement Actions

Recent actions to address unauthorised use of the LERONZA™ name have resulted in:

Removal of accounts across Instagram and Facebook  
Restriction of content and channel activity on YouTube  
Shutdown of an unauthorised website by its hosting

provider

Ongoing review of additional platforms

These actions were taken in response to unauthorised commercial use of the brand name that created a likelihood of confusion.

## Official Brand Information

As part of this development, the [official LERONZA™ website](#) has been established as the primary source for brand information.

The website provides access to:

- Brand communications and updates
- Trademark and ownership information
- Editorial and background content
- Media references

Further information is available through the [what is LERONZA™](#) guide, alongside ownership clarification provided via the [who owns LERONZA™](#) page.

## Brand Development

LERONZA™ continues to develop its digital presence through structured content and brand documentation.

This includes:

- Publication of official brand materials
- Alignment of brand references across platforms
- Ongoing monitoring of third-party usage

These steps are intended to support consistent and accurate representation of the brand.

## Background

LERONZA™ forms part of a broader portfolio connected to Laban Edward Roomes, founder of Goldgenie.

Since 1995, Goldgenie has operated internationally, providing customised products and services across multiple markets.

LERONZA™ has been used commercially in international markets, including the United States.

## Statement

A spokesperson for the brand said:

“LERONZA™ represents a brand built on identity and origin. The recent actions were taken to ensure that the brand is represented accurately through its official channels.”

## Commitment

LERONZA™ continues to focus on:

Maintaining clear ownership and provenance  
Protecting intellectual property rights  
Providing an official and verifiable brand source  
Media Contact

LERONZA™ / Goldgenie

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## About LERONZA™

LERONZA™ is a brand focused on identity, heritage, and structured development. Supported by international trademark protection, including registered marks such as LERONZA LONDON®, the brand operates globally through its official platform.

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