The Best in Italy

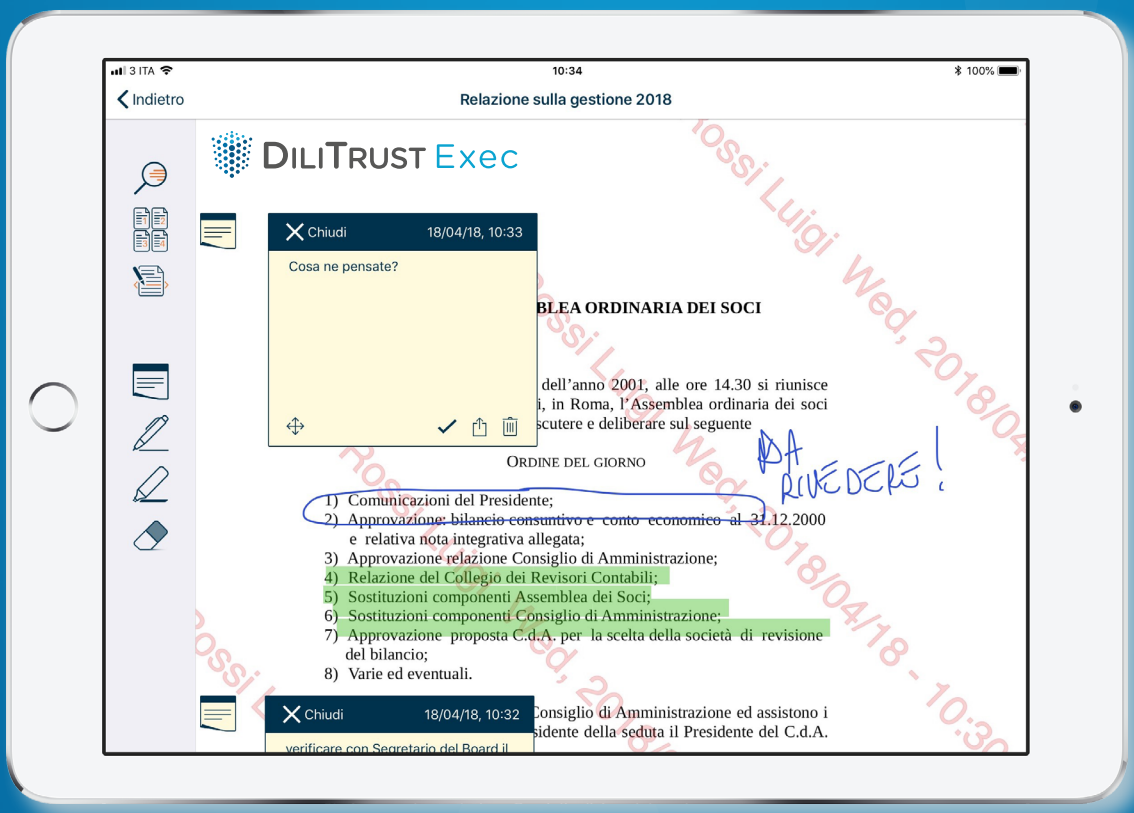
IP&TMT 2018 Report

legalcommunity.it

In collaboration with unbuonavvocato.it

DiliTrust Exec

DIGITALIZZA IL TUO CONSIGLIO DI AMMINISTRAZIONE



Migliora l'efficienza delle tue riunioni, la sicurezza e la collaborazione con **DiliTrust Exec**

Semplice

Efficiente

Sicuro

DiliTrust Italia - Bastioni di Porta Nuova, 21 - 20121 Milano
+39 02 8904 1088 - contact-it@dilitrust.com - **www.dilitrust.com**

METHODOLOGY

RATING	
Directories average	legalcommunity
A	B

Rankings A, B and C correspond to law firms specialising in Banking & Finance ranked by **international legal directories** (Chambers & Partners and Legal 500).

A. Band 1 **B.** Band 2 **C.** Band 3

Rankings A, B and C are based on the average assessment (A, B and C) of qualities/expertise in the different practice areas (Patents, Trademarks, Copyright, Design/Art, Life Sciences, Advertising, Food, Fashion, Civil Litigation, Criminal law, Information Technology, Media, Telecommunications, Privacy).

More specifically:

A. The firm has a well-established presence in the market with a wide range of operations carried out for leading clients in the IP&TMT sectors; the team has transversal skills and is active in all Banking & Finance sub specializations; wide recognition and "high" reputation according to clients, peers and in general by all market observers contacted by the Research Center, including competitors.

B. The law firm is present and active in the market; the team has excellences in one or more – but not all – sub specializations; well-established and partially widespread reputation. Recommendations mostly received by clients and counterparties.

C. The law firm is present and active in the market, the team's expertise has a primary focus on a specific practice area; recommendations are mostly received by clients.

The following signs ▲ = ▼ indicate whether the firm ranking has changed compared to last year, i.e. whether it is moving up, moving down or is stable. The NEW symbol indicates that the firm is included in the Report for the first time.

MARKET OPINION AND LAWYERS RANKING

★ They are "Star Lawyers" with established reputation in the market and exceptional recommendations in their field by clients, competitors and counterparties.

AA They are the most-recommended and widely cited lawyers by eminent business operators, including other lawyers/competitors.

A Extensive and well-established reputation. They have received a high level of positive recommendations by clients and counterparties.

B Established reputation. They have received a high level of positive recommendations by their clients and sometimes by counterparties and market observers.

C Mostly recommended by clients.

SEE THE FULL AGENDA ON NEXT PAGE

Partners of the Week

Accuracy
aspo
BonelliErede
CAGNOLA & ASSOCIATI STUDIO LEGALE
CARNELUTTI LAW FIRM
CASTALDI PARTNERS 1996
CHIOMENTI
CRACA DI CARLO GUFFANTI PISAPIA TATOZZI & ASSOCIATI
Deloitte. Legal
大成 DENTONS
ethica group
Gatti Pavesi Bianchi
GIANNI·ORIGONI GRIPPO·CAPPELLI PARTNERS
GIOVANARDI · POTOTSCHNIG & ASSOCIATI STUDIO LEGALE
LaTribuna
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ISPRAMED

PATROCINIO Comune di Milano

legalcommunity week

11-15 June 2018, Milan
#legalcommunityweek

MONDAY 11 JUNE 2018

5:00 pm - 7:00 pm **Conference: *The law library in the digital era / La biblioteca giuridica professionale nell'era digitale***
Spazio Chiossetto - Via Chiossetto 20, Milan
For further information and registration **click here**

6:30 pm – ongoing **Corporate Counsel Cocktail**
Gatti Pavesi Bianchi - Piazza Borromeo 8, Milan
Invitation only.
For further information **eventi@lcpublishinggroup.it**

8:30 pm – ongoing **Informal Introduction Dinner for International Guests**
Invitation only.
For further information **eventi@lcpublishinggroup.it**

TUESDAY 12 JUNE 2018

8:30 am – 4:00 pm **Conference: *The business relationships between the MENA region and Italy***
Westin Palace Milan - Piazza della Repubblica 20, Milan
For further information and registration **click here**

4:30 pm – 6:30 pm **One-to-one meetings with partners of legalcommunity week**
Westin Palace Milan - Piazza della Repubblica 20, Milan
Invitation only (complete).
For general queries about **eventi@lcpublishinggroup.it**

6:00 pm – 10: 00 pm **Roundtable followed by starred dinner: *New and promising perspectives for power PPAs. How traders can help investors and financial institutions to ride a new wave of investments in renewables***
LUME by Chef Luigi Taglienti - Via G. Watt 37, Milan
Invitation only.
For further information **eventi@lcpublishinggroup.it**

7:00 pm – 8:30 pm **Dialogue on finance**
Gianni Origoni Grippo Cappelli & Partners
Piazza Belgioioso 2, Milan
For further information **eventi@lcpublishinggroup.it**

8:00 pm – 11:30 pm **Fierrabras Opera (Franz Schubert) at La Scala**
La Scala Milan Theatre - Via Filodrammatici 2, Milan
For international guests and invitation only.
For information **eventi@lcpublishinggroup.it**

WEDNESDAY 13 JUNE 2018

10:00 am – 2:00 pm **Sporting: Corporate Run & Walk**
Sporting Club Canottieri Olona 1894 - Via Alzaia Naviglio Grande 146, Milan
For information and registration **click here**

2:45 pm – 6:30 pm **Conference: *Paris/Milan business and legal relationships***
Westin Palace Milan - Piazza della Repubblica 20, Milan
For information and registration **click here**

7:30 pm – 11:30 pm **Corporate Music Contest II Edition**
Fabrique - Via Gaudenzio Fantoli 9, Milan
10€ entrance tickets. Proceeds from entrance tickets will be donated to Comitato Collaborazione Medica.
For information and registration **click here**

THURSDAY 14 JUNE 2018

8:45 am – 2:00 pm **Conference: *The new competitive scenario in the legal sector, from technology to innovation***
Westin Palace Milan - Piazza della Repubblica 20, Milan
For information and registration **click here**

2.30 pm – 5:00 pm **Discovering Milan landmarks and monuments**
For international guests and subject to availability.
For information **eventi@lcpublishinggroup.it**

5:00 pm – 7:00 pm **Conference: *The data rush, how to monetize and protect your data assets***
Palazzo del Ghiaccio - Via Giovanni Battista Piranesi 14, Milan
For details and information **click here**

7:15 pm - 11:30 pm **LC Corporate Awards Ceremony & Gala Dinner**
Palazzo del Ghiaccio - Via Giovanni Battista Piranesi 14, Milan
For general queries about attendance modalities please contact **diana.rio@lcpublishinggroup.it**

FRIDAY 15 JUNE 2018

9:30 am – 11:30 am **Greetings & Departures**
Milan historical bar and bakery/food shop
For international guests.
For further information **eventi@lcpublishinggroup.it**

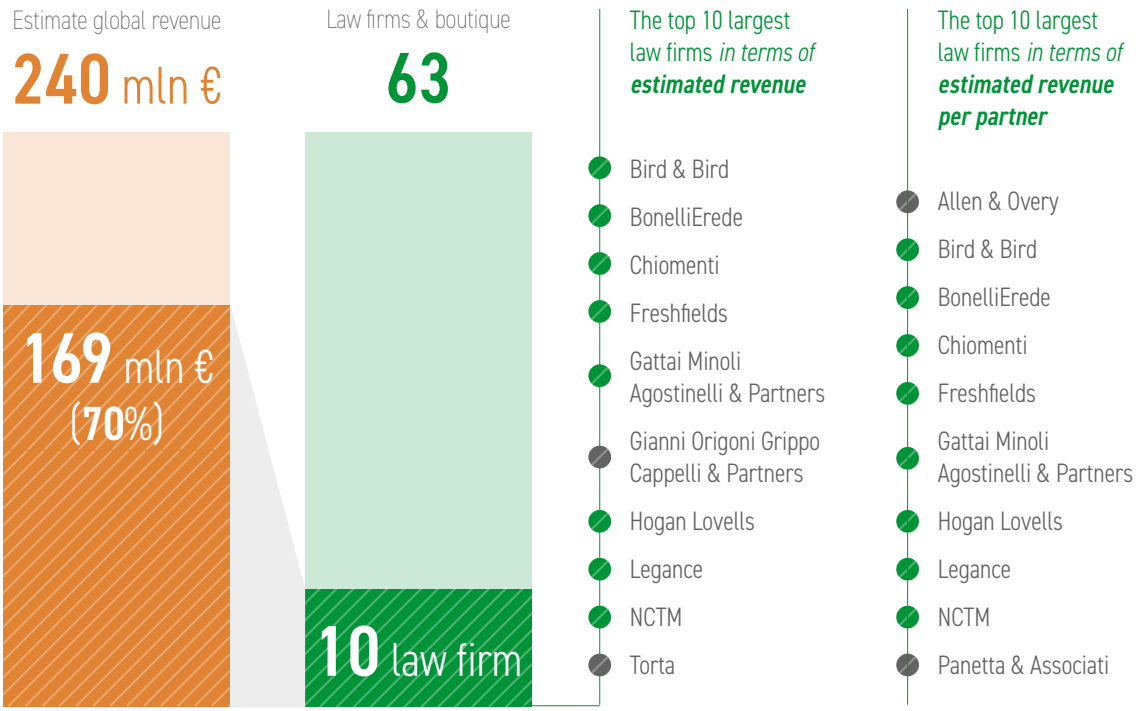
IP&TMT: a growing market increasingly influenced by digital transformation and new technologies

by tania carola meyer

Global revenues in Italy

Legalcommunity's Research Center estimates that turnover for the 2017 fiscal year—with a sample of 63 law firms participating in the study—amounted to about € 240 million. There are about 10 firms that invoice more than € 7 million when it comes to IP&TMT practices.

According to estimates from Legalcommunity's Research Center, these same 10 firms generate a turnover of about € 169 million, equal to about 70% of overall turnover in the field of IP&TMT.



The 3 most-cited IP&TMT firms and professionals

We spoke with all of the firms involved in the study this year in an effort to highlight firms and lawyers who are considered (by their direct competitors and by professionals in the field) as exemplifying excellence in IP&TMT regardless of individual area of specialization.

The **5 most-cited** law firms and lawyers according to **peers**

The most-cited firm is **Bird & Bird** followed by **Trevisan & Cuonzo** and **Orsingher Ortu** in third position. Fourth place goes to **Hogan Lovells** followed by **Baker McKenzie** in fifth place.

Among the lawyers: first place goes to **Laura Orlando**, followed by **Gabriele Cuonzo** and with **Giovanni Giuglielmetti** in third place. Tied for fourth place are **Giangiacomo Olivi** and **Marco Berliri**, followed by **Gilberto Nava** in fifth position.

- Bird & Bird
- Trevisan & Cuonzo
- Orsingher Ortu
- Hogan Lovells
- Backer McKenzie

- Laura Orlando
- Gabriele Cuonzo
- Giovanni Guglielmetti
- Giangiacomo Olivi
  Marco Berliri
- Gilberto Nava

The **5 most-cited** law firms and lawyers according to **the market**

Bird & Bird is again the most-cited firm, followed by **BonelliErede** and **Hogan Lovells** in third place. Fourth place goes to **Trevisan & Cuonzo** followed by **Portolano Cavallo** in fifth place.

Among the lawyers: first place goes to **Ernesto Apa**, followed by **Gianluca De Cristofaro** and with **Luigi Mansani** in third place. Fourth place goes to **Massimiliano Mostardini**. Tied for fifth place are: **Giovanni Galimberti**, **Giangiacomo Olivi** and **Fabrizio Sanna**.

- Bird & Bird
- BonelliErede
- Hogan Lovells
- Trevisan & Cuonzo
- Portolano Cavallo

- Ernesto Apa
- Gianluca De Cristofaro
- Luigi Mansani
- Massimiliano Mostardini
- Giovanni Galimberti
  Giangiacomo Olivi
  Fabrizio Sanna

Teams

There are approximately 870 professionals (Partners, Counsel/Of Counsel, Associates, Trainees) working part-time or full-time in IP and/or TMT departments. 258 of them are Partners.

870
IP&TMT professionals

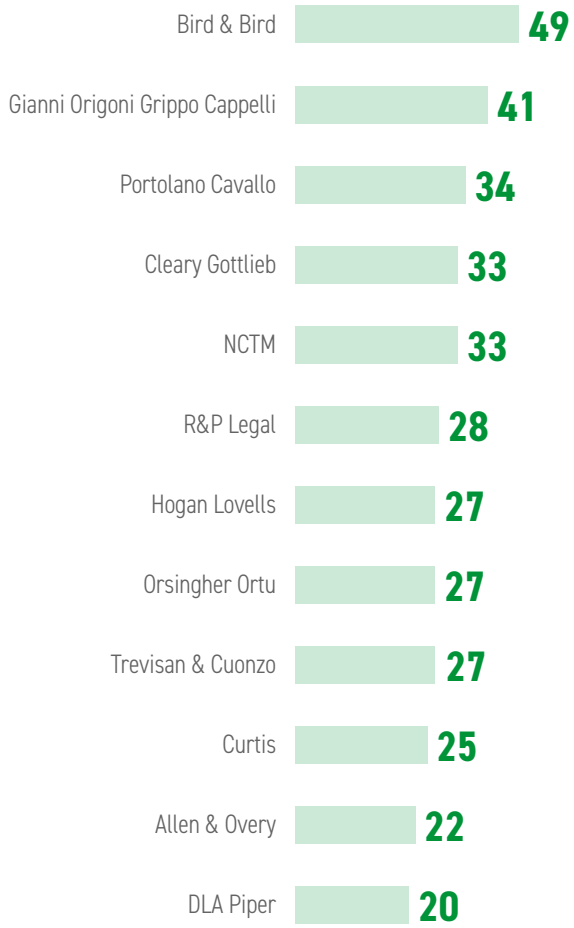
258
Partners

102 IP&TMT professionals have been hired this year. 12 of them are Partners.

102
Total new professionals

12
New Partners

The **largest IP&TMT teams** with 20+ members are

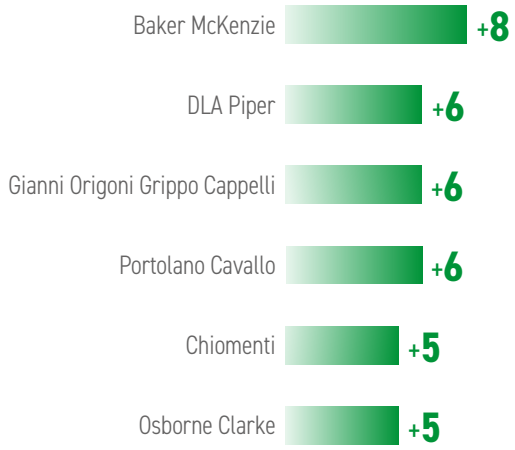


New partners	From	New law firm
Chiara Tebano	Studio Legale Tebano-Corvucci	Crea Avvocati Associati
Giangiacomo Olivi	DLA Piper	Dentons
Giovanni Musitano	Waluelegal	Dike Legal
Massimo Sterpi	Jacobacci & Associati	Gianni Origoni Grippo Cappelli & Partners
Rocco Lanzavecchia	Simmons & Simmons	Martini Manna
Gilberto Cavagna di Gualdana	Milalegal - Mina Lanfranconi & Associati	Negri-Clementi
Andrea Rizzi	in-house counsel in the UK - Activision Blizzard and Take Two Interactive Software	Osborne Clarke
Pierfilippo Capello	Studio Legale Guardamagna e Associati	Osborne Clarke
Andrea Bozza	Studio Legale Guardamagna e Associati	Osborne Clarke
Gianluigi Marino	DLA Piper	Osborne Clarke
Cesare Del Moro	Studio Legale Bassi Del Moro	Valente Associati GEB Partners
Ilaria Bassi	Studio Legale Bassi Del Moro	Valente Associati GEB Partners

The fastest growing teams

In 2017 Baker McKenzie expanded its team with the appointment of 8 new professionals. In particular, the firm's IP practice further grew with the appointment of Carlo Alberto Demichelis (Of Counsel and Head of IP Advisory Italy), a highly regarded specialist in the field of brand management, anti-counterfeiting and IP advisory work.
DLA Piper, Gianni, Origoni, Grippo, Cappelli & Partners and Portolano Cavallo also continued to expand their IP&TMT practices hiring 6 new professionals each.
Chiomenti also continued its hiring campaign with the appointment of 5 professionals and so did Osborne Clarke: 4 Partners and 1 Of Counsel, all with specific IP expertise in the Digital Business sector, entertainment and sports.

The teams which have been growing more



New teams

- Bresner Cammareri Intellectual Property – BCIP
  In March 2018, Emanuele Cammareri left Studio Legale Cattaneo Biscuola Cammareri and founded, together with Davide Bresner, the IP boutique "Bresner Cammareri Intellectual Property – BCIP". Davide Bresner is an IP lawyer specialized in anti-counterfeiting strategies and enforcement with a broad and long-standing experience in a wide-range of contentious and extra-judicial IP matters. Emanuele Cammareri is an Italian and European trademark and design attorney with extensive experience in a wide-range of intellectual property matters. He is also a cctld .it domain name panelist and a technical consultant of the Court of Milan in trademarks, designs and domain names. BCIP provides highly specialised legal assistance worldwide for the creation, registration, exploitation and protection of intellectual property rights.

- DWF
  As part of its strategic growth plans since its opening in Italy in October 2017, DWF has now established a new IP department: on 20 April 2018 the firm announced the arrival of Marco Annoni, who joined from Carnelutti as Partner and head of the IP department. Marco Annoni has gained significant experience in areas including trademark, patent, design and copyright, with a particular focus on issues relating to patent standard and anti-counterfeiting strategies, as well as design protection.

- Herbert Smith Freehills
  Previously leading the IP and disputes practice at Simmons & Simmons, in January 2018 Laura Orlando founded the Italian office of Herbert Smith Freehills. It is the first time ever in Italy that the Italian office of an international firm is founded by a woman. Laura Orlando is one of the most prominent and prolific patent litigators handling substantial matters in the pharmaceutical, biotechnology and chemical industries. Sebastian Moore also joined the Italian office from the London office of Herbert Smith Freehills. He is a leading patent litigator in the pharmaceutical sector and he is joined by a team of 3 associates. Pietro Pouché, who joined as Of Counsel from Simmons & Simmons, has strong experience in trademark protection, copyright, unfair competition, design and patent law in a number of sectors, bringing balance and strength in depth to the team.

Market trends

In the past year, the major trends and clients' requests concerned the interplay between the new legislative framework regarding data protection and the intellectual property matters concerning database and confidential information: the digital transformation of many businesses, the emerging IoT (Internet of Things), AI (Artificial Intelligence) and big data scenario resulted in increased demand for legal assistance in the IP and IT arena.

TMT

In 2017 privacy compliance with the GDPR (the General Data Protection Regulation which will enter into force on 25 May 2018) was the main market trend: this resulted in a steady increase in the demand for data protection related advisory on specific topics and notably for GDPR readiness projects.

Brexit and related advice on the relocation of multinational corporations in countries other than the UK also generated a new wave of TMT/data related workstream.

Furthermore, digital transformation, new technologies and new digital industrial technology (Industry 4.0) are some of the areas that kept TMT experts particularly busy last year, especially in the following fields:

- AI: consolidation, moves towards the 5G and the first actual steps in the IoT market are important trends, especially for the telecoms sector;
- e-Commerce: there has been an increase in the requests of assistance in the protection of IP rights in internet and the setting up of new e-commerce businesses;
- cybersecurity: in the technology sector, outsourcing of services through cloud solutions is more and more the choice of big corporations due to the increased risks of attacks by hackers and the need to limit data breaches and ensure personal data protection;
- FinTech;
- blockchain-based technologies and cryptocurrency issues.

Lastly, the entry of companies in the market for the creation and distribution of media content is becoming a real trend in the TMT sector. This new trend is likely to significantly change the media sector in the coming years together with the sharp rise of other operators such as Amazon, which has recently entered the media content business.

IP

In the past year there has been a growing demand for legal advice on projects related to the use of data (new architectures and services based on the Internet of Things), which entail the interaction of different subjects including IT, privacy, IP, regulatory and antitrust.

Many firms witnessed an increase of consultation activity related to digital/online advertising and marketing compliances as well as protection of IP rights through internet and e-commerce. In particular there has been a consistent and regular trend of cases related to trademarks infringement and counterfeit items importation, especially through e-commerce (fake) platforms and the abusive non-authorized use of domain names consisting of - or including - third parties' (often well-known) fashion trademarks and brands.

Also many firms have seen a growth in complex trade secrets, copyright and database infringement and misappropriation cases. In particular, in the Arts, Media, and Entertainment industry sector there has been an increasing number of new cases in the area of copyright, with high profile litigation and non-contentious work related to production of movies and documentaries realized on the Italian territory.

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Corporate MUSIC contest

II Edition

#CorporateMusicContest

13.06.2018 • Starting from **7.30pm** •
Fabrique • via Gaudenzio Fantoli, 9 • Milan

Business Lawyers, Bankers e Managers competing on ROCK notes!

Entrance: €10

Proceeds from entrance tickets will be donated to Comitato Collaborazione Medica

For further information: francesca.daleo@lcpublishinggroup.it • +39 02 84243870

PATROCINIO Comune di Milano

Partner CARNELUTTI LAW FIRM · CRACA DI CARLO GUFFANTI PISAPIA TATOZZI & ASSOCIATI

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LC supports ccm comitato collaborazione medica

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ALLEN & OVERY

RANKING	
Directories average	legalcommunity
–	B-

The **IP practice** provides assistance on both contentious and non-contentious IP matters across different sectors: patents, IT, copyrights, advertising and consumer protection law, design, trademarks, e-commerce, unfair competition and data protection issues. During the last 12 months the team has been involved in several domestic and cross-border matters, advising on the various IP aspects connected to corporate/M&A transactions (e.g. Associated British Foods' acquisition of Acetum, Campari's disposal of its Lemonsoda business as well as Wolters Kluwer's acquisition of Tagetik which all presented very complex IP issues); also the team provided general continuative assistance to clients in relation to their existing IP portfolio (including administrative oppositions) and launch of new products.

The **TMT team** is a multi-departmental group of lawyers acting on corporate/M&A as well as on antitrust/regulatory matters. In 2017 the team has been involved in several transactions/cases in the TMT sectors, including the notable 21st Century Fox's takeover bid of Sky, the JV between the two largest cinema operators in Italy (UCI Italia and The Space Cinema), and the Wind Tre's disposal of assets to Iliad (the French mobile operator entering the Italian market after Wind/3Italia merger).

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK		IP PRACTICE AREAS										TMT PRACTICE AREAS			
	Ranking	Patents	Trademarks	Copyright	Design	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law	Information Technology	Media	Telecommunications	Privacy
Giovanni Gazzaniga	B											✓	✓	✓	
Paolo Ghiglione	B											✓	✓	✓	
Carmen Castellano	C	✓	✓	✓	✓	✓	✓	✓	✓	✓					

ALLEN & OVERY

HEAD OF IP DEPARTMENT

CARMEN CASTELLANO

HEAD OF TMT DEPARTMENT

GIOVANNI GAZZANIGA, PAOLO GHIGLIONE (photo)

-	2	-	-	2	10	1	7
-	100%	-	-	10%	50%	5%	35%
Partners	Associates	Counsels	Trainees	Partners	Associates	Counsels	Trainees

NAMES OF PARTNERS

-

NAMES OF PARTNERS

Giovanni Gazzaniga, Paolo Ghiglione

THE FIRM'S STRENGTHS*

1. expertise and practice in all IP and TMT related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. multidisciplinary team able to offer a complete range of services in domestic and cross-border operations;
6. international network and strong presence in Italy.

*according to clients and market observers

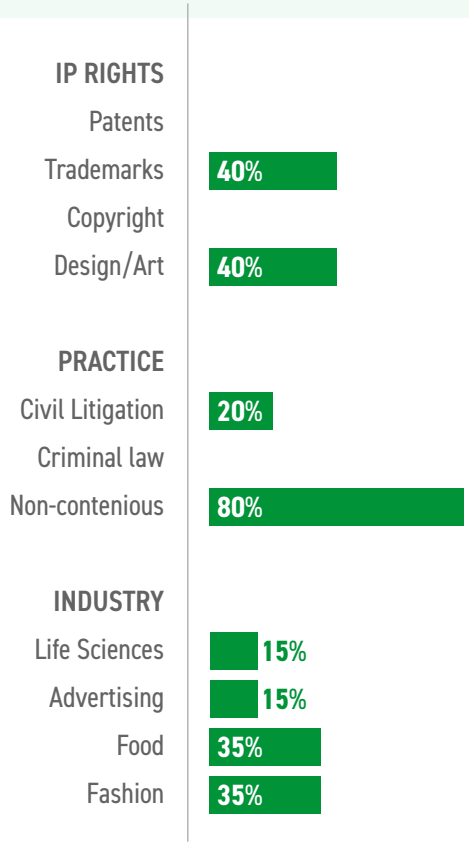
ALLEN & OVERY

NOTABLE LAWYERS ACCORDING TO THE FIRM

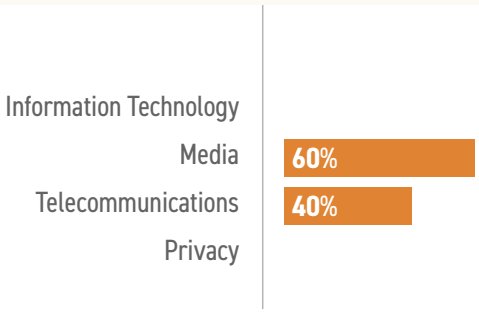
Emilio De Giorgi (Counsel): "In 2017 Emilio has been involved in several domestic and cross-border matters in the TMT sectors, including complex antitrust litigations and investigations, as well as merger filings. In particular, during the last twelve months he advised: 21st Century Fox on obtaining authorisation from AGCOM in connection with its GBP11.7bn takeover bid for Sky; The Space Cinema on its EC merger clearance in connection with its joint venture with UCI Italia; Fox News Italy in obtaining authorisation from the AGCOM in connection with the digital terrestrial broadcasts of both its Fox News and Fox Business Network channels".

Antonio Ferri (Senior Associate, Corporate): "Antonio is a very versatile and experienced corporate lawyer who has built up solid knowledge and expertise in the TMT sector, particularly telecommunications. Antonio is currently playing a crucial role in the team advising Wind Tre S.p.A. the joint venture between Italian telecommunications operators Wind and 3 Italia, on the disposal of certain activities to French mobile telecoms operator Iliad (new market entrant)".

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



IP ACTIVITIES	5 %

TMT ACTIVITIES	15 %

ALLEN & OVERY

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	B	2 • 100%	-	-
Trademarks	B	2 • 100%	-	-
Copyright	C	2 • 100%	-	-
Design	C	1 • 50%	-	-
Life Sciences	B	2 • 100%	-	-
Advertising	C	2 • 100%	-	-
Food	C	2 • 100%	-	-
Fashion	B	2 • 100%	-	-
Civil Litigation	B	2 • 100%	-	-
Information Technology	B	20 • 100%	2 • 100% + 1	Giovanni Gazzaniga, Paolo Ghiglione + Emilio De Giorgi (Counsel)
Media	B	20 • 100%	2 • 100% + 1	Giovanni Gazzaniga, Paolo Ghiglione + Emilio De Giorgi (Counsel)
Telecommunications	A	20 • 100%	2 • 100% + 1	Giovanni Gazzaniga, Paolo Ghiglione + Emilio De Giorgi (Counsel)
Privacy	C	2 • 10%	1	Livio Bossotto

The lawyers may have an active role in different practice areas.

21st Century Fox

£ 11.7 bn

TYPE OF MATTER
TMT – Media – Telecommunications

LEAD PARTNER
Antonio Bavasso (partner and global co-head of Antitrust) and Emilio De Giorgi

COUNTERPARTY
-

Advised 21st Century Fox on obtaining authorisation from AGCOM (Autorità per le Garanzie nelle Comunicazioni), the Italian Communications Regulatory Authority, in connection with its GBP11.7bn takeover bid for Sky.

Associated British Foods

TYPE OF MATTER
IP - Trademarks – Food

LEAD PARTNER
Carmen Castellano, Giovanni Gazzaniga

COUNTERPARTY
Gatti Pavesi Bianchi

Advised Associated British Foods (ABF), a diversified international food, ingredients and retail group, on the IP aspects connected to its acquisition of Acetum's group, the leading Italian producer of the well-known PGI-certified Balsamic Vinegar of Modena (BVM) from private equity firm Clessidra SGR.

The Space Cinema

TYPE OF MATTER
TMT - Media

LEAD PARTNER
Paolo Ghiglione, Emilio De Giorgi

COUNTERPARTY
Verusio e Cosmelli and EJC – Roberti Associati assisted UCI Italia

Advised The Space Cinema, a leading cinema chain in Italy, on its joint venture (named Digital Cinema Advertising) with another Italian cinema operator, UCI Italia, to commercialise on screen and below the line advertising in Italy. Allen & Overy also advised on the merger filing of the joint venture to the European Commission (case M.8177); the deal obtained approval by the European Commission.

Other clients: Campari, Pandora, LVMH and Tag Heuer, Wind Tre, Giuffrè Holding, Fox News Italy

AMTF AVVOCATI

LAW FIRM | IP&TMT DEPARTMENT

RANKING	
Directories average	legalcommunity
-	B

The team is mostly active in the following fields:

- **Media**: the team has developed a broad experience in the new technologies and digital field i.e.: agreements' negotiation and sponsorship, endorsement, testimonial, product placement, software license and development, app., e-book, multimedia works, ordinary litigation proceedings in front of the Competition and Market Authority and of the Authority for the Advertising Practice, hacking, format and tv programs protection, online copyrights and brands rights etc....
- **Fashion**: assistance and advice in the negotiation and drafting of agreements with stylists, suppliers and distributors, co-marketing agreements, corner shop, shop in shop agreements, creativity and brand protection, event planning and sponsorship issues etc...
- **Design**: assistance in relation to brand protection, intellectual property rights, negotiation and drafting of agreement pertaining to the design world, such as license agreements, distribution agreements, franchising agreements, sale's concessions, supply and sub-supply agreements, design consultancy agreements, public relations agreements, advertisement and sponsorships agreements.

LAWYERSPRACTICE AREAS AND MARKET FEEDBACK	Ranking
Alberto Crivelli	B
Michele Gioffrè	B
Tommaso Ferrario	B

3	6	-	-
33,3% Partners	66,6% Associates	- Counsels	- Trainees

NAMES OF PARTNERS

Alberto Crivelli, Michele Gioffrè, Tommaso Ferrario

THE FIRM'S STRENGTHS*

1. expertise and practice in all IP&TMT related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. cost-effective assistance.

IP ACTIVITIES	10 %

TMT ACTIVITIES	25 %

*according to clients and market observers

BAKER McKENZIE

RANKING

Directories average	legalcommunity
B	A

The **IP team** offers a full range of services with a specific expertise in technology related IP transactional work in the area of trade secrets/know-how and information management and protection. The IP team has also a unique experience in assisting clients in fashion & luxury and leisure industry in connection with trademark and design non-contentious and contentious matters.
In 2017, the **TMT department** focused on the new areas that have entered the technology field ie.: AI (Artificial Intelligence), FinTech, GDPR, e-Commerce. The firm has also further boosted its prominence in the Telecoms sector, thanks to a number of high-profile assignments relating to Internet of Things and Machine-2-Machine services (connected cars, smart metering and smart home).

NEWS

In January 2017, Baker & McKenzie's IP department further grew with the appointment of a team of three highly regarded specialists in the field of brand management, anti-counterfeiting and IP advisory work: **Carlo Alberto Demichelis** (Of Counsel and Head of IP Advisory Italy), **Silvia Asioli** (Senior Manager) and **Carolina Cordero di Vonzo** (Senior Manager).

MARKET FEEDBACK ON THE FIRM*

«Solid, efficient, and long-lasting business relationship with the IP&TMT department. Outstanding team. They are extremely accurate and very fast in providing solutions and support. Great business acumen and ability to provide customized and tailored services».

«Flexibility, problem solving attitude and full service approach. Expertise, quality of legal services and efficient international network are the firm's strengths».

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Raffaele Giarda: «He is an outstanding lawyer. Business oriented, expertise and full availability».

Lorenzo de Martinis: «Great business acumen, responsiveness and communication skills».

Francesca Gaudino: «Exceptional work. Extremely prepared and very fast in both evaluating the problem and elaborating solutions».

Carlo Alberto Demichelis: «Broad experience and knowledge of Italian as well as international IP laws, excellent negotiation skills and deep capacity of fully understanding clients' needs».

Paolo Galli: «Superb work, timely and with extraordinary legal acumen. Full knowledge of clients' dynamics and horizontal competences on the media-civil law area».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS										TMT PRACTICE AREAS			
		Patents	Trademarks	Copyright	Design	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law	Information Technology	Media	Telecommunications	Privacy
Raffaele Giarda	AA												✓	✓	
Carlo Alberto Demichelis	A	✓	✓		✓	✓	✓	✓	✓	✓	✓				
Lorenzo de Martinis	B			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓
Francesca Gaudino	B					✓						✓			✓
Paolo Galli	B			✓			✓						✓		
Other notable lawyers according to market sources	**Silvia Asioli** (Senior Manager), **Carolina Cordero di Vonzo** (Senior Manager), **Andrea Mezzetti** (Associate), **Saverio Puddu** (Associate), **Markus Woetzel** (Associate)														

*summary of interviews with clients

BAKER McKENZIE

HEAD OF IP DEPARTMENT

LORENZO DE MARTINIS (photo),

CARLO ALBERTO DEMICHELIS

HEAD OF TMT DEPARTMENT

LORENZO DE MARTINIS (Technology & Media),

RAFFAELE GIARDA (photo - Telecommunications & Media)

2	6	2	3
11,1% Partners	33,3% Associates	11,1% Counsels	16,6% Trainees

3	9	1	2
18,7% Partners	56,2% Associates	6,2% Counsels	12,5% Trainees

NAMES OF PARTNERS

Lorenzo de Martinis, Francesca Gaudino

NAMES OF PARTNERS

Lorenzo de Martinis, Raffaele Giarda, Francesca Gaudino

THE FIRM'S STRENGTHS*

1. expertise and practice in all IP and TMT related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. multidisciplinary team able to offer a complete range of services in domestic and cross-border operations;
6. international network and strong presence in Italy.

HIRES IN THE LAST 12 MONTHS 5

NAME. **Carlo Alberto Demichelis (Of Counsel and Head of IP Advisory Italy)**
JOINED FROM. **Jacobacci & Partners**

NAME. **Silvia Asioli (Senior Manager IP Advisory)**
JOINED FROM. **Jacobacci & Partners**

NAME. **Carolina Cordero di Vonzo (Senior Manager IP Advisory)**
JOINED FROM. **TTI Group's Hong Kong headquarters**

NAME. **Eleonora Ortaglio (Senior Associate)**
JOINED FROM. **Jacobacci & Partners**

NAME. **Valentina Torelli (Professional Support Lawyer)**
JOINED FROM. **FJF Legal**

HIRES IN THE LAST 12 MONTHS 3

NAME. **Jacopo Liotta (Mid-level Associate)**
JOINED FROM. **Octo Telematics**

NAME. **Valeria Benedetti Del Rio (Associate)**

NAME. **Davide Cascone (Trainee)**
JOINED FROM. **Data Protection Authority (Garante Privacy)**

*according to clients and market observers

BAKER McKENZIE

NOTABLE LAWYERS ACCORDING TO THE FIRM

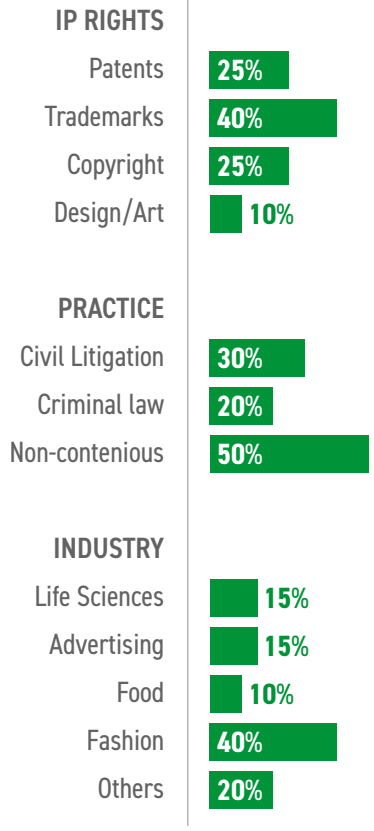
Nome: Silvia Asioli (Senior Manager): "She has been instrumental in offering high level IP advice to a number of new clients of the firm, particularly in connection with the corporate brand identity of one of the most important Italian players of the wine and glass manufacturing market".

Camilla Caravati (Associate): "She has successfully defended MHCS in a very important criminal case where large quantities of fake vintage champagne were at stake, and was instrumental in obtaining a decision fully acknowledging not only the counterfeiting crime but also a fraud crime made against the trademark owner".

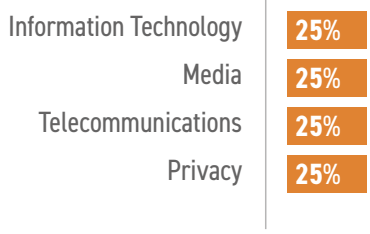
Eleonora Ortaglio: (Senior Associate): "She has represented a leading manufacturer of medical devices in a high profile successful litigation concerning an innovative, patented technology for the oral hygiene market".

Andrea Mezzetti (Associate): "He is specialized in telecommunications and technology law, both at a regulatory and commercial level. He assists some of the most prominent global and Italian telecommunications providers, e-commerce companies, over the top players and other companies active in the IT arena".

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



IP ACTIVITIES 10 %

TMT ACTIVITIES 10 %

BAKER McKENZIE

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	A	18 • 100%	1	Carlo Alberto Demichelis (Of Counsel - Head of IP Advisory and Litigation)
Trademarks	A	18 • 100%	1	Carlo Alberto Demichelis (Of Counsel - Head of IP Advisory and Litigation)
Copyright/Arte	A	18 • 100%	1 • 50% + 1	Lorenzo de Martinis + Paolo Galli (Counsel)
Design	A	18 • 100%	1 • 50% + 1	Lorenzo de Martinis + Carlo Alberto Demichelis (Of Counsel - Head of IP Advisory and Litigation)
Life Sciences	A	18 • 100%	2 • 100% + 1	Lorenzo de Martinis, Francesca Gaudino + Carlo Alberto Demichelis (Of Counsel - Head of IP Advisory and Litigation)
Advertising	A	18 • 100%	1 • 50% + 2	Lorenzo de Martinis + Carlo Alberto Demichelis (Of Counsel - Head of IP Advisory and Litigation) + Paolo Galli (Counsel)
Food	B	18 • 100%	1 • 50% + 1	Lorenzo de Martinis + Carlo Alberto Demichelis (Of Counsel - Head of IP Advisory and Litigation)
Fashion	A	18 • 100%	1 • 50% + 1	Lorenzo de Martinis + Carlo Alberto Demichelis (Of Counsel - Head of IP Advisory and Litigation)
Civil Litigation	B	15 • 83,3%	1 • 50% + 1	Lorenzo de Martinis + Carlo Alberto Demichelis (Of Counsel- Head of IP Advisory and Litigation)
Criminal law	B	15 • 83,3%	1 • 50% + 1	Lorenzo de Martinis + Carlo Alberto Demichelis (Of Counsel- Head of IP Advisory and Litigation)
Information Technology	A	16 • 100%	2 • 66,6%	Lorenzo de Martinis, Francesca Gaudino
Media	A	16 • 100%	2 • 66,6% + 1	Lorenzo de Martinis, Raffaele Giarda + Paolo Galli (Counsel)
Telecommunications	A	16 • 100%	1 • 33,3%	Raffaele Giarda
Privacy	A	16 • 100%	2 • 66,6%	Lorenzo de Martinis, Francesca Gaudin

The lawyers may have an active role in different practice areas.

Desigual

TYPE OF MATTER
IP – Civil and criminal litigation – Trademarks – Copyright – Fashion – Design

LEAD PARTNER
Lorenzo de Martinis

COUNTERPARTY
-

Assisting in civil and criminal litigation involving trademark, copyright and fashion designs infringement throughout the whole Italian territory.

Global Car Manufacturer

TYPE OF MATTER
IP – Design

LEAD PARTNER
Raffaele Giarda

COUNTERPARTY
-

Advised on the commercial and regulatory issues related to the implementation of the connected car services provided by one of the largest luxury car manufacturers, in all phases of the design and implementation of its connected car offering. The assistance covered all commercial and regulatory issues related to the services at stake as well as the review of all contractual conditions of the offer.

SIMCORP

€ 35 mln

TYPE OF MATTER
TMT - IT

LEAD PARTNER
Lorenzo de Martinis

COUNTERPARTY
-

Assisting SIMCORP, a leading Fintech company listed on the Copenhagen Stock Exchange, in the acquisition of APL Group, a leading provider of investment and portfolio management software for the insurance market.

Other clients: Michael Kors, VF Corporation, Discovery Group and Scripps Networks Interactive Group.

Corporate RUN&WALK

WE KNOW THAT MANY ATTENDEES ARE LOOKING FOR THE TIME TO EXERCISE!

Here's a chance to do that and discover Milan at the same time.
You don't have to be a marathon runner; run or walk at your own pace.

Wednesday 13 June

Sporting Club Canottieri Olona 1894
Via Alzaia Naviglio Grande 146 • Milan

PROGRAM

10:00 am Run & Walk Start
11:30 am Shower
12:00 am Light Cocktail

Participation: €5

Proceeds from entrance tickets will be donated to Comitato Collaborazione Medica

For further information:

martina.greconaccarato@lcpublishinggroup.it
+39 02 84243870

PATROCINIO Comune di Milano

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BANA STUDIO LEGALE (Intellectual Property crime)

LAW FIRM | IP DEPARTMENT | PRACTICE AREAS

RANKING*	
Directories average	legalcommunity
-	A

One of the leading Italian criminal law firms, IP-related matters included.
Strong focus on Trademarks and Design protection.
In 2017, Antonio Bana's team assisted leading companies (in particular car brands/automotive sector, home appliance, food, toys) in counterfeiting matters.

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS									
		Patents	Trademarks	Copyright	Design/Art	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law
Antonio Bana	A										✓

*criminal law

BANA STUDIO LEGALE

HEAD OF IP DEPARTMENT

ANTONIO BANA

THE FIRM'S STRENGTHS*

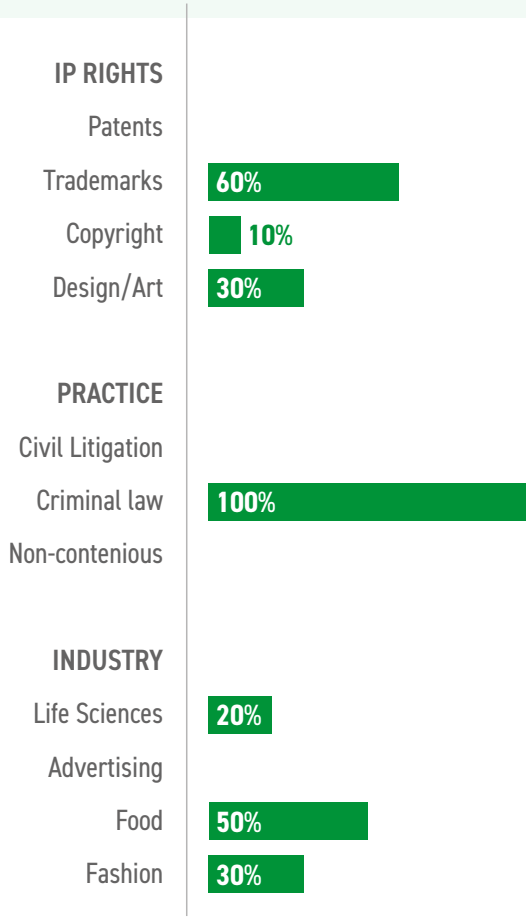
1. expertise and practice in all aspects of Intellectual property crime;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners.

4	-	-	-
-	-	-	-
Partners	Associates	Counsels	Trainees

NAMES OF PARTNERS

Giuseppe Bana, Giacomo Gualtieri, Antonio Bana, Marcello Bana

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



*according to clients and market observers

BANA STUDIO LEGALE

LAW FIRM | IP DEPARTMENT | PRACTICE AREAS

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	A	2	NUMBER VARIES	-
Trademarks	A	2	NUMBER VARIES	-
Copyright	A	2	NUMBER VARIES	-
Design/Art	A	2	NUMBER VARIES	-
Life Sciences	A	2	NUMBER VARIES	-
Food	A	2	NUMBER VARIES	-
Fashion	A	2	NUMBER VARIES	-
Criminal law	A	2	NUMBER VARIES	-

The lawyers may have an active role in different practice areas.

BIRD & BIRD

RANKING

Directories average	legalcommunity
A	A

NEWS

In November 2017, **Emanuela Verrecchia** joined Bird & Bird as Senior Associate; she has extensive first-hand experience of the Chinese commercial landscape; in November 2017, **Alberto De Ros**, an Italian and European Patent Attorney, also joined as Counsel to assist clients in both contentious and non-contentious patent and design-related matters.

MARKET FEEDBACK ON THE FIRM*

«Top ranked firm. Experience and high expertise in IP law ».

«Excellent firm. I chose to work with them because in IP they are the best on the market. They are very quick in responding and very careful in spotting concerns/solutions. Practical approach».

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Massimiliano Mostardini: «Excellent, he has fantastic technical and legal knowledge and skills and is wonderful to work with. Business understanding and winning strategy».
«Responsiveness, knowledge of the industry and deep IP expertise».

Roberto Camilli: «Very supportive, always available and extremely competent».

Federico Marini-Balestra: «Very skilled and experienced».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS										TMT PRACTICE AREAS			
		Patents	Trademarks	Copyright	Design	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law	Information Technology	Media	Telecommunications	Privacy
Massimiliano Mostardini	★	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓
Giovanni Galimberti	AA	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓		
Arturo Leone	A	✓	✓				✓	✓		✓			✓	✓	
Roberto Camilli	A					✓		✓				✓	✓		✓
Federico Marini Balestra	B													✓	
Debora Stella	B														✓
Other notable lawyers according to market sources	**Stefano Pravettoni** (Associate), **Daniele De Angelis** (Associate), **Simone Pallavicini** (Associate)														

*summary of interviews with clients

BIRD & BIRD

HEAD OF IP DEPARTMENT

MASSIMILIANO MOSTARDINI (Chairman),

GIOVANNI GALIMBERTI (photo - Managing partner)

HEAD OF TMT DEPARTMENT

MASSIMILIANO MOSTARDINI (Chairman)

4	23	5	8	4	7	1	3
11,4% Partners	65,7% Associates	14,2% Counsels	22,8% Trainees	28,5% Partners	50% Associates	7,1% Counsels	21,4% Trainees

NAMES OF PARTNERS

Massimiliano Mostardini, Arturo Leone, Roberto Camilli, Giovanni Galimberti

THE FIRM'S STRENGTHS*

1. expertise and practice in all IP and TMT related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. multidisciplinary team able to offer a complete range of services in domestic and cross-border operations;
6. international network and strong presence in Italy.

HIRES IN THE LAST 12 MONTHS: 2

NAME. **Emanuela Verrecchia (Senior Associate)**
JOINED FROM. **Rouse**

NAME. **Alberto De Ros (Counsel)**
JOINED FROM. **ADV IP**

HIRES IN THE LAST 12 MONTHS: -

*according to clients and market observers

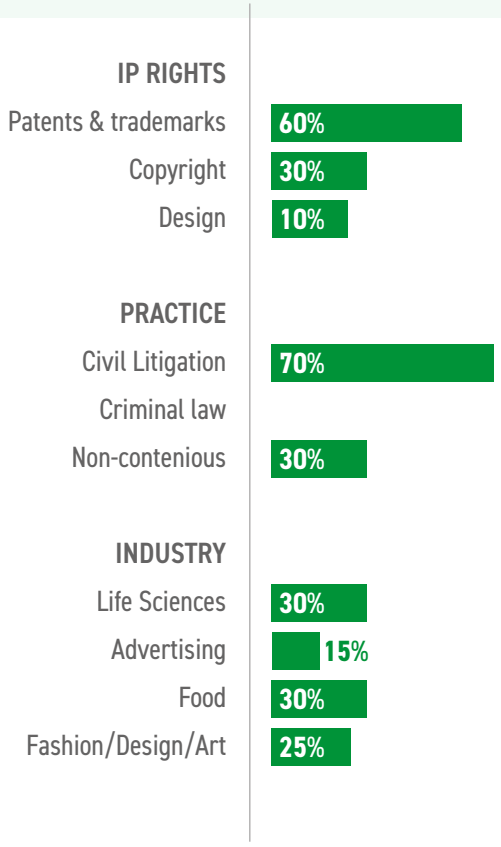
BIRD & BIRD

NOTABLE LAWYERS ACCORDING TO THE FIRM

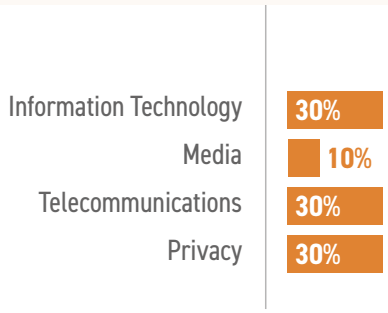
Edoardo Barbera (Associate): "Edoardo mostly deals with matters including IP litigation (patents, trade secrets, know how, design, trademarks and unfair competition), transactional issues (licensing and ADR), other cross-practices services as Patent Box applications and new services for clients developed by himself (such as the Trade Secret Project)".

Federico Marini Balestra (Counsel): "He is the team leader in several antitrust cases which are able to shape the future competitive landscape in the electronic communications sector. He is becoming Telecom Italia's reference lawyer with regard to antitrust and regulatory issues".

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



IP ACTIVITIES	30 %

TMT ACTIVITIES	20 %

BIRD & BIRD

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	A	32 • 91,4%	3 • 75%	Massimiliano Mostardini, Giovanni Galimberti, Arturo Leone
Trademarks	A	32 • 91,4%	3 • 75%	Massimiliano Mostardini, Giovanni Galimberti, Arturo Leone
Copyright	A	8 • 22,8%	2 • 50%	Massimiliano Mostardini, Giovanni Galimberti
Design	A	19 • 54,2%	2 • 50%	Massimiliano Mostardini, Giovanni Galimberti
Life Sciences	A	17 • 48,5%	3 • 75%	Massimiliano Mostardini, Giovanni Galimberti, Roberto Camilli
Advertising	A	12 • 34,2%	3 • 75%	Massimiliano Mostardini, Giovanni Galimberti, Arturo Leone
Food	A	24 • 68,5%	4 • 100%	Massimiliano Mostardini, Giovanni Galimberti, Arturo Leone, Roberto Camilli
Fashion	A	19 • 54,2%	2 • 50%	Massimiliano Mostardini, Giovanni Galimberti
Civil Litigation	A	26 • 74,2%	4 • 100%	Massimiliano Mostardini, Giovanni Galimberti, Arturo Leone, Roberto Camilli
Information Technology	A	5 • 35,7%	2 • 50%	Massimiliano Mostardini, Roberto Camilli
Media	A	8 • 57,1%	4 • 100%	Massimiliano Mostardini, Giovanni Galimberti, Arturo Leone, Roberto Camilli
Telecommunications	A	9 • 64,2%	2 • 50% + 1	Massimiliano Mostardini, Arturo Leone
Privacy	A	7 • 50%	2 • 50%	Massimiliano Mostardini, Roberto Camilli

The lawyers may have an active role in different practice areas.

Consorzio del Prosecco

TYPE OF MATTER
IP – Civil Litigation

LEAD PARTNER
Giovanni Galimberti

COUNTERPARTY
-

Successfully assisted the Consorzio del Prosecco in obtaining a preliminary injunction order against a company and a Consortium regarding their use of a sign in violation of the controlled designation of origin for "Prosecco". After this success the parties closed the matter with a settlement.

Telecom Italia

TYPE OF MATTER
TMT - Telecommunications

LEAD PARTNER
Arturo Leone

COUNTERPARTY
-

Advising Telecom Italia SpA in connection with an in-depth cartel investigation recently opened by the Italian Competition Authority (ICA) into the communications sector.

Hoepli - the publishing house

TYPE OF MATTER
IP – Civil Litigation

LEAD PARTNER
Giovanni Galimberti, Roberto Camilli

COUNTERPARTY
-

Successfully assisted Hoepli in an invalidity proceeding before the Court of Turin concerning the Italian registered trademark "HOEPLITEST" filed by Mr. Martignone. The Court, granting all claims formulated by Hoepli, revoked the above mentioned adversary registration in the light of the pre-existence of the earlier and well-known non-registered trademark "HOEPLI" owned by the homonymous publishing house and since filed in bad faith. This decision is particularly relevant, since it officially recognizes the reputation enjoyed by the trademark "HOEPLI".

Other clients: Actavis, Dailymotion, Cargill, Kratf Heinz, GSD - Gruppo Ospedaliero San Donato.

BLM BELLETTINI LAZZARESCHI MUSTILLI

RANKING

NEW

Directories average	legalcommunity
–	C+

Art and Entertainment (Media) is the largest area for the firm in terms of both number of clients and turnover. Within the Media area, the team is mostly active on audiovisual work i.e. providing 360-degree assistance (copyright, contract, tax, public incentives, regulatory etc.) to producers and distributors in connection with national and international projects for the theatrical, TV & Film Market or any other platform. Both the Italian films which will be competing at the upcoming 2018 Cannes Festival ("Lazzaro felice" by Alice Rohrwacher and "Dogman" by Matteo Garrone) are produced by the firm's clients. For the Italian media sector, 2017 has been a year of changes because a wide reform of the whole Italian legislation on the "audiovisual works" was passed in November 2016 (No. 220/2016), which is still being implemented. The firm has been heavily involved in the debate on the reform and its implementation, providing qualified advice to many industry and institutional players.
The **IP team** focuses on protection and licensing of image rights and the firm assists almost exclusively institutional clients in the cultural and non-profit sector (e.g. public institutions, museums, libraries, charitable initiatives etc.); In 2017 IP work increased greatly as a result of the assistance on two large projects for two Vatican clients: the Secretary of State and the Pontifical Council for Culture.

MARKET FEEDBACK ON THE FIRM*

«The team assists us on all aspects of our media entertainment business. Great IP expertise, rigor and attention to details».

«BLM has been assisting us since the beginning of their activity back in 2005. We have an excellent and strategic business relationship. Technical expertise, command of foreign languages, flexibility and availability for the client are the firm's strengths».

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Marcello Mustilli: «He is probably the best prepared lawyer in the world to deal with sensitive issues regarding Vatican IP. Excellent knowledge of English-speaking legal terms and International law. He is excellent, competent, creative in finding out how to solve intrincate legal problems, accurate and always available».

Simona Bellettini: «Negotiation ability in complex deals with authors and other production companies».

Alessio Lazzareschi: «Deep technical knowledge of production financial aspects».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS										TMT PRACTICE AREAS			
		Patents	Trademarks	Copyright	Design/Art	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law	Information Technology	Media	Telecommunications	Privacy
Marcello Mustilli	B		✓	✓						✓		✓	✓	✓	✓
Alessio Lazzareschi	C			✓								✓	✓	✓	✓
Simona Bellettini	C			✓									✓		
Other notable lawyers according to market sources	**Marco Rosato** (Associate), **Alessia Siena** (Associate): "Legal skills and great energy".														

*summary of interviews with clients

BLM BELLETTINI LAZZARESCHI MUSTILLI

HEAD OF IP DEPARTMENT

SIMONA BELLETTINI, ALESSIO LAZZARESCHI, MARCELLO MUSTILLI (photo)

THE FIRM'S STRENGTHS*

1. expertise and practice in all IP and TMT related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. cost-effective assistance.

3	3	-	-
50%	**50%**	-	-
Partners	Associates	Counsels	Trainees

NAMES OF PARTNERS

Simona Bellettini, Alessio Lazzareschi, Marcello Mustilli

NOTABLE LAWYERS ACCORDING TO THE FIRM

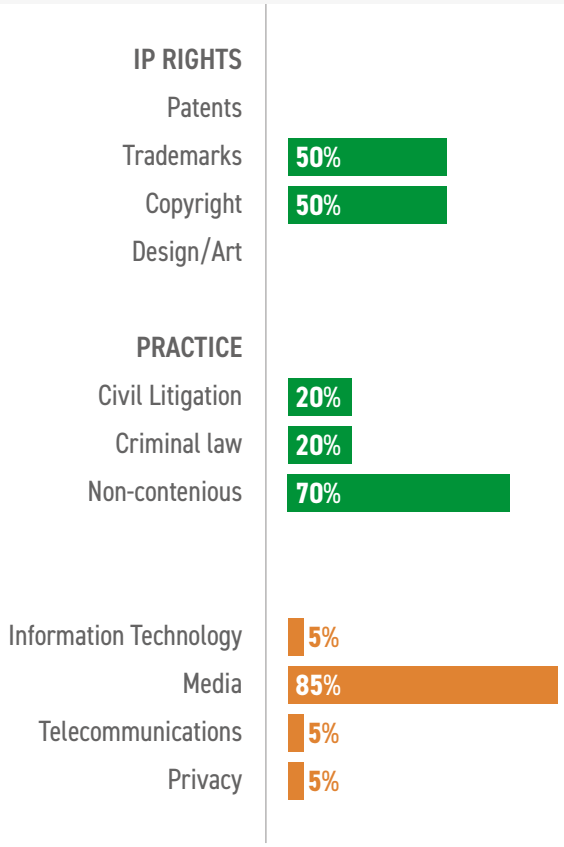
Alessia Siena (Associate): "She is actively involved in all IP matters of the firm and she supervises all the litigation practice of the firm".

Claudia Di Primio (Associate): "She has been decisive in developing clients who are among the most promising production companies on the Italian market, such as Minimum Fax Media S.r.l. and Kino Produzioni S.r.l".

HIRES IN THE LAST 12 MONTHS 1

NAME. **Marco Rosato (Associate)**
JOINED FROM. **Orrick Herrington & Sutcliffe**

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



IP ACTIVITIES **30 %**

TMT ACTIVITIES **60 %**

*according to clients and market observers

BLM BELLETTINI LAZZARESCHI MUSTILLI

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Trademarks	-	3 • 50%	1 • 33,3%	Marcello Mustilli
Copyright	-	6 • 100%	3 • 100%	Simona Bellettini, Alessio Lazzareschi, Marcello Mustilli
Civil Litigation	-	1 • 16,6%	1 • 33,3%	Marcello Mustilli
Information Technology	C	2 • 33,3%	2 • 66,6%	Alessio Lazzareschi, Marcello Mustilli
Media (Art & Entertainment)	A	3 • 50%	3 • 100%	Simona Bellettini, Alessio Lazzareschi, Marcello Mustilli
Telecommunications	C	2 • 33,3%	2 • 66,6%	Alessio Lazzareschi, Marcello Mustilli
Privacy	C	2 • 33,3%	2 • 66,6%	Alessio Lazzareschi, Marcello Mustilli

The lawyers may have an active role in different practice areas.

Archimede S.r.l.

TYPE OF MATTER
TMT - Media

LEAD PARTNER
Alessio Lazzareschi

COUNTERPARTY
Rai Cinema, RaiCom, Le Pacte, Regione Lazio, Campania, Eurimages

Ongoing assistance in connection with "Dogman", the new production by award-winning and internationally acclaimed director Matteo Garrone. "Dogman" was in competition at the 2018 Cannes Festival.

Pontifical Council for Culture – Vatican City

TYPE OF MATTER
IP – Trademarks - Copyright

LEAD PARTNER
Marcello Mustilli

COUNTERPARTY
Allianz Group, Sky Italia, The Coca Cola Company, CONI, International Olimpic Committee and others

Advising on all legal issues, including trademarks, image rights, copyrights, sponsorships, licensing, fundraising and tax, on "Sport at the Service of Humanity" ("SSH"), a global communication and partnership program launched by the Vatican in cooperation with major sponsors with the aim of enriching people's life through Sport and Faith.

Jean Vigo Italia S.r.l.

Approx. € 14 mln

TYPE OF MATTER
TMT – Media

LEAD PARTNER
Simona Bellettini, Alessio Lazzareschi

COUNTERPARTY
Rai Cinema S.p.A. and Andrei Konchalovsky Foundation for the Support of Cinema and Scenical Arts

Advising on film coproduction "The Sean" by Andrey Konchalovskiy, to be theatrically released in 2018. The Russian award-winning master Andrei Konchalovsky is one of the major living directors. The production, which took approximately 14 weeks of shootings in Lazio and Tuscany, tells the story of Michelangelo Buonarroti and is the most important Russian-Italian coproduction ever realized.

Other clients: Secretary of State, Vatican City, Edizioni E/O S.r.l., Anthos S.r.l., Associazione Italian Film Commissions, Minimum Fax Media

legalcommunity
Italian Awards

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Casina di Macchia Madama
Via di Macchia Madama, 94

The **Legalcommunity Italian Awards** will celebrate the territorial excellence in the legal & tax sectors - region by region - during a gala ceremony.

The firms will have the possibility to present their expertise and specialty through spontaneous applications.
Please require the form here
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#LcItalianAwards

For general information about the event and the gala dinner participation modalities please contact:
diana.rio@lcpublishinggroup.it • +39 02.8424.3870

RANKING	
Directories average	legalcommunity
B	A

Regarding **IP**, in the past year there has been a growing demand from clients for legal advice on projects related to the use of data (new architectures and services based on the Internet of Things), which entail the interaction of different subjects including IT, privacy, IP, regulatory and antitrust.
The global art market has experienced exponential growth over the last few years and BonelliErede has a dedicated multi-practice Art and Cultural Property Focus Team, with experts from all practice areas of the firm and industries.
The **TMT team** is a multidisciplinary working group pooling together the skills, individual legal expertise and in-depth sector knowledge of a number of professionals from different practice areas.

MARKET FEEDBACK ON THE FIRM*

«Very pleasant working atmosphere. Excellent firm. Pragmatic approach while at the same time on the highest professional/legal level».

«Multidisciplinary team, many competencies and skills».

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Giovanni Guglielmetti: «Excellent work, pragmatic, very responsive, very proactive and last, but not least, extremely pleasant and enjoyable to work with».

Tommaso Faelli: «Highly skilled, competent and reliable».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS										TMT PRACTICE AREAS			
		Patents	Trademarks	Copyright	Art/Design	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law	Information Technology	Media	Telecommunications	Privacy
Giovanni Guglielmetti	AA	✓	✓	✓	✓	✓	✓	✓	✓	✓					
Claudio Tesauro	AA												✓	✓	
Tommaso Faelli	A	✓	✓	✓	✓		✓	✓							
Silvia Stabile	A				✓										
Andrea Carta Mantiglia	A												✓	✓	
Other notable lawyers according to market sources	**Maurizio Pappalardo** (Of Counsel), **Jacopo Liguori** (Managing Associate), **Vivian Grace** Chammah (Associate), **Emanuele Fava** (Trainee)														

*summary of interviews with clients

BONELLIEREDE

HEAD OF IP DEPARTMENT

GIOVANNI GUGLIELMETTI

2	6	-	5
15,3% Partners	46,1% Associates	- Counsels	38,4% Trainees

NAMES OF PARTNERS

Tommaso Faelli, Giovanni Guglielmetti

HIRES IN THE LAST 12 MONTHS 4

NAME. **Matteo Dragoni (Associate)**
JOINED FROM. **Nunziante Magrone**

NAME. **Emanuele Fava (Trainee)**
JOINED FROM. **European Union Intellectual Property Office Alicante**

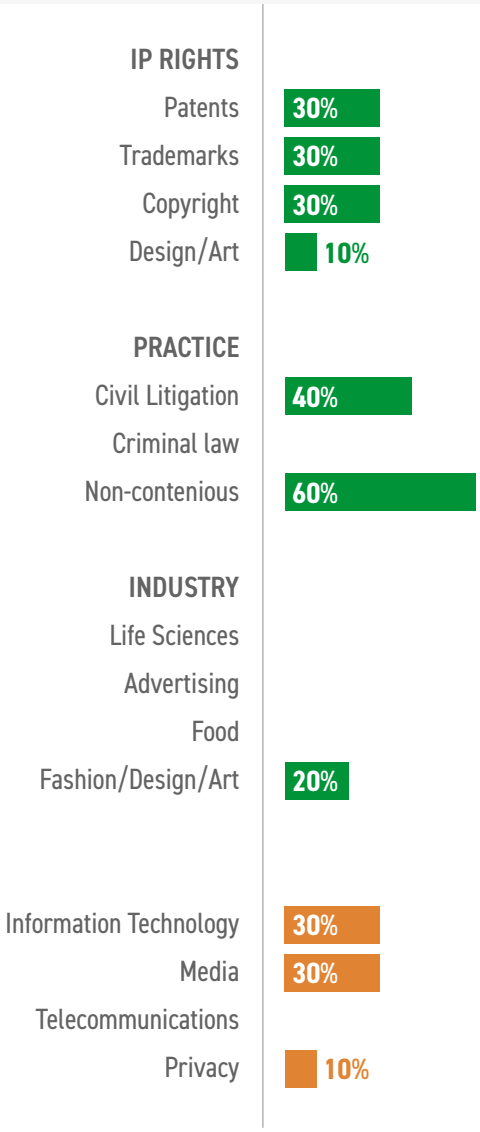
NAME. **Federica Franchetti (Trainee)**

NAME. **Carmine Andrea Trovato (Trainee)**
JOINED FROM. **Studio Legale CRC Lex**

THE FIRM'S STRENGTHS*

1. expertise and practice in all IP and TMT related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. multidisciplinary team able to offer a complete range of services in domestic and cross-border operations;
6. international network.

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



*according to clients and market observers

BONELLIEREDE

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	A	NUMBERS VARIES	2 • 100%	Tommaso Faelli, Giovanni Guglielmetti
Trademarks	A	NUMBERS VARIES	2 • 100%	Tommaso Faelli, Giovanni Guglielmetti
Copyright	A	NUMBERS VARIES	2 • 100%	Tommaso Faelli, Giovanni Guglielmetti
Design	A	NUMBERS VARIES	2 • 100%	Tommaso Faelli, Giovanni Guglielmetti
Life Sciences	A	NUMBERS VARIES	1 • 50%	Giovanni Guglielmetti
Advertising	A	NUMBERS VARIES	2 • 100%	Tommaso Faelli, Giovanni Guglielmetti
Food	A	NUMBERS VARIES	2 • 100%	Tommaso Faelli, Giovanni Guglielmetti
Fashion	A	NUMBERS VARIES	1 • 50%	Giovanni Guglielmetti
Civil Litigation	A	NUMBERS VARIES	1 • 50%	Giovanni Guglielmetti
Criminal law	A	NUMBERS VARIES	1	Francesco Sbisà
Art (Art and Cultural Property)	A	NUMBERS VARIES	1	Francesco Sbisà
Information Technology	A	NUMBERS VARIES	2 • 28,5%	Tommaso Faelli, Giovanni Guglielmetti
Media	A	NUMBERS VARIES	3 • 42,8%	Andrea Carta Mantiglia, Giovanni Guglielmetti, Claudio Tesauro
Telecommunications	A	NUMBERS VARIES	4 • 57,1%	Andrea Carta Mantiglia, Tommaso Faelli, Giovanni Guglielmetti, Claudio Tesauro
Privacy	A	NUMBERS VARIES	2 • 28,5%	Tommaso Faelli, Giovanni Guglielmetti

The lawyers may have an active role in different practice areas.

Associazione Nazionale Gallerie d'Arte Moderna e Contemporanea (ANGAMC)

TYPE OF MATTER
IP – Art

LEAD PARTNER
Silvia Stabile (Of Counsel - Art and Cultural Property Focus Team)

COUNTERPARTY
-

Advising on the correct application of the Italian copyright law on artists' resale right ("droit de suite"). SIAE (Authors and Publisher Italian Association), MiBACT (Italian Ministry of Cultural Heritage), Agenzia delle Entrate (Italian Tax Authority) opened a dialogue following a class action filed by the contemporary art galleries to establish guidelines for the art galleries.

Sergio Bonelli Editore

TYPE OF MATTER
TMT - Media

LEAD PARTNER
Giovanni Guglielmetti

COUNTERPARTY
Takehara & Stuart LLP

Assisted Sergio Bonelli Editore, a leading Italian comics publishing house founded in the '40s, in the agreement with Platinum Studios Inc. for the assignment to Sergio Bonelli Editore of media and consumer products rights on Dylan Dog. Embraced all over the world, Dylan Dog is one of Italian most famous comic characters and has been considered a "cult" for over 30 years. According to the agreement, Sergio Bonelli Editore will now have the right to create and produce motion pictures, television productions, merchandising, consumer products, videogames and other productions based on the character.

Polo Museale della Lombardia, Museo del Cenacolo Vinciano (The Last Supper Museum)

TYPE OF MATTER
IP – Art

LEAD PARTNER
Silvia Stabile (Of Counsel - Art and Cultural Property Focus Team)

COUNTERPARTY
-

Assisting in relation to: (i) protecting the museum against unauthorised use by third parties of the museum's trademark and image reproduction of the Last Supper, and (ii) cultural sponsorship agreement with Eataly for financing the restoration of the refectory where the painting is housed (Santa Maria delle Grazie). The matter involves the protection and enhancement of an iconic museum that is part of Italy's cultural heritage

Other clients: Italian and foreign companies of different industry sectors.

BRESNER CAMMARERI INTELLECTUAL PROPERTY – BCIP

LAW FIRM | IP DEPARTMENT | PRACTICE AREAS

RANKING

NEW

Directories average	legalcommunity
–	B-

In March 2018, Emanuele Cammareri left Studio Legale Cattaneo Biscuola Cammareri and founded - together with Davide Bresner - "Bresner Cammareri Intellectual Property – BCIP", an IP boutique firm.

Davide Bresner is an IP lawyer specialized in anti-counterfeiting strategies and enforcement with a broad and long-standing experience in a wide-range of contentious and extra-judicial IP matters. Emanuele Cammareri is an Italian and European trademark and design attorney with extensive experience in a wide-range of intellectual property matters. He is also a cctld .it domain name panelist and a Technical Consultant of the Court of Milan in trademarks, designs and domain names.BCIP provides highly specialised legal assistance for the creation, registration, exploitation and protection of intellectual property rights.

The Firm is a deeply specialized IP boutique with a very client-oriented approach. BCIP's goal is to provide the best, most modern and cost-effective legal services for domestic and international clients. The Firm already assists market leaders across different industries, handling their IP portfolios worldwide and protecting their brands across all jurisdictions of the world.

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Emanuele Cammareri: «Tenacity and great experience, most of all in trademark filing and prosecution as well as in handling IP assets».
«Very professional, supportive and collaborative. Deep knowledge of the trademark legal matters. He is very keen in accomplishing his duties in a timely and accurate manner. His strengths: technical knowledge, timeliness, accuracy, human approach».

Davide Bresner: «The formidable enforcer is a fierce campaigner in the fight against fakes, which he wages on behalf of a number of world-renowned fashion brands».
«Very responsive, professional and with a modern approach to IP litigation". His strengths: technical knowledge, negotiation skills and creative approach».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS									
		Patents	Trademarks	Copyright	Design/Art	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law
Emanuele Cammareri	B	✓	✓	✓	✓	✓	✓	✓	✓		
Davide Bresner	B	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

BRESNER CAMMARERI INTELLECTUAL PROPERTY - BCIP

HEAD OF IP DEPARTMENT

DAVIDE BRESNER (photo),
EMANUELE CAMMARERI

2	3	1	2
25% Partners	37,5% Associates	12,5% Paralegal	25% Trainees

NAMES OF PARTNERS

Davide Bresner, Emanuele Cammareri

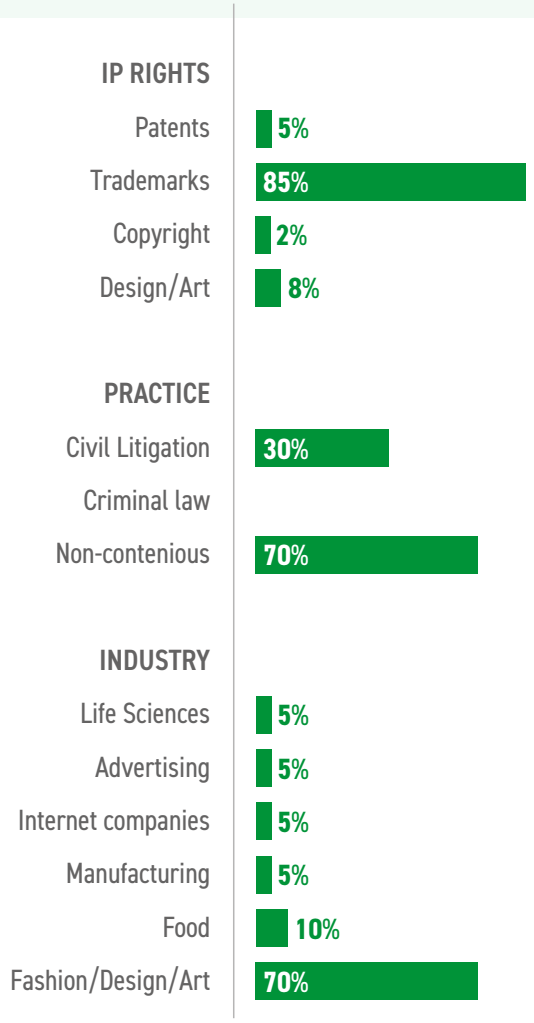
HIRES IN THE LAST 12 MONTHS 8

It's a new established firm, thus all the professionals involved have all been "hired" in the last 12 months.

THE FIRM'S STRENGTHS*

1. expertise and practice in all IP related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners.

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



IP ACTIVITIES **100 %**

*according to clients and market observers

BRESNER CAMMARERI INTELLECTUAL PROPERTY – BCIP

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	B	8 • 100%	2 • 100%	Davide Bresner, Emanuele Cammareri
Trademarks	B	2 • 25%	2 • 100%	Davide Bresner, Emanuele Cammareri
Copyright	B	8 • 100%	2 • 100%	Davide Bresner, Emanuele Cammareri
Design	B	8 • 100%	2 • 100%	Davide Bresner, Emanuele Cammareri
Life Sciences	C	8 • 100%	2 • 100%	Davide Bresner, Emanuele Cammareri
Advertising	C	8 • 100%	2 • 100%	Davide Bresner, Emanuele Cammareri
Food	C	8 • 100%	2 • 100%	Davide Bresner, Emanuele Cammareri
Fashion	C	8	2	Davide Bresner, Emanuele Cammareri
Civil Litigation	B	8 • 100%	2 • 100%	Davide Bresner, Emanuele Cammareri

The lawyers may have an active role in different practice areas.

C-LEX

RANKING

Directories average	legalcommunity
-	B-

"Always looking forward to the next step into the future"

CONTACTS

Piazza L.V. Bertarelli, 1
20122 • Milan

T. +39.02.49538150
F. +39.02.49538164

info@c-lex.it
www.c-lex.it

The IP and TMT practices are experiencing a fast-pace growing and the firm is more and more recognized as one of the top market players both in the IP and TMT fields. The data privacy activities - where the firm has a strong positioning - are currently leading the practice due to the imminent entering into force of the GDPR. The firm is integrating new practices (such as labour, regulatory, bankruptcy, corporate) which are considered useful in complementing its services in an industry based approach.

MARKET FEEDBACK ON THE FIRM*

«Excellent team, flexible and with a deep understanding of our business needs. Great business relationship».

«Reliability and availability: the Partners are always present and they truly give us a sense of security. Excellent network».

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Iacopo Destri: «He is an excellent lawyer, extremely accurate and reliable».

Arianna Ferrari: «She is always available and responsive».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS										TMT PRACTICE AREAS			
		Patents	Trademarks	Copyright	Design/Art	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law	Information Technology	Media	Telecommunications	Privacy
Luciano Daffarra	B	✓	✓	✓	✓		✓			✓	✓				
Iacopo Destri	B	✓	✓	✓	✓	✓	✓		✓	✓		✓	✓	✓	✓
Other notable lawyers according to market sources	Anna Maria Lotto														

*summary of interviews with clients

C-LEX

HEAD OF IP DEPARTMENT

IACOPO DESTRI,

LUCIANO DAFFARRA (photo)

5	4	1	2
41,6%	**33,3%**	**8,3%**	**16,6%**
Partners	Associates	Counsels	Trainees

NAMES OF PARTNERS

Iacopo Destri, Arianna Ferrari, Luciano Daffarra, Anna Maria Lotto, Monica Lamperti

HEAD OF TMT DEPARTMENT

IACOPO DESTRI

3	4	1	2
30%	**40%**	**10%**	**20%**
Partners	Associates	Counsels	Trainees

NAMES OF PARTNERS

Iacopo Destri, Arianna Ferrari, Anna Maria Lotto

THE FIRM'S STRENGTHS*

1. expertise and practice in all IP and TMT related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. cost-effective assistance.

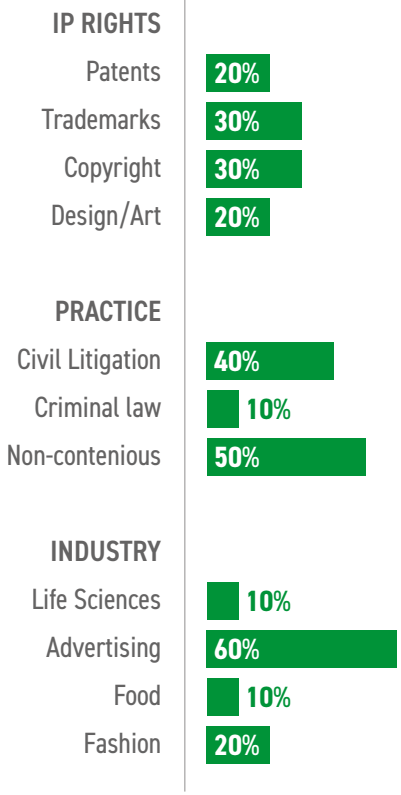
NOTABLE LAWYERS ACCORDING TO THE FIRM

Caterina Mazzei (Associate): "She assisted in the management of several contentious matters (notably Costruzioni Menegazzi and Arnaboldi Angelo). She has proved a great ability in getting to the point clearly and efficiently".

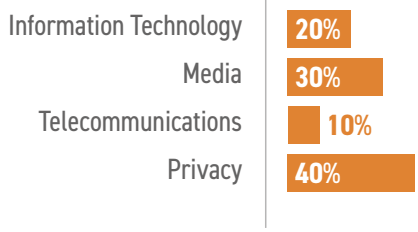
*according to clients and market observers

C-LEX

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



IP ACTIVITIES **40 %**

TMT ACTIVITIES **40 %**

C-LEX

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	B	8 • 66,6%	5 • 100%	Iacopo Destri, Luciano Daffarra, Arianna Ferrari, Monica Lamperti, Anna Maria Lotto
Trademarks	B	8 • 66,6%	5 • 100%	Iacopo Destri, Luciano Daffarra, Arianna Ferrari, Monica Lamperti, Anna Maria Lotto
Copyright	B	8 • 66,6%	4 • 80%	Luciano Daffarra, Iacopo Destri, Arianna Ferrari, Anna Maria Lotto
Design/Art	B	8 • 66,6%	4 • 80%	Luciano Daffarra, Iacopo Destri, Arianna Ferrari, Anna Maria Lotto
Life Sciences	B	4 • 33,3%	2 • 40%	Iacopo Destri, Monica Lamperti
Advertising	A	10 • 83,3%	4 • 80%	Iacopo Destri, Arianna Ferrari, Luciano Daffarra, Anna Maria Lotto
Food	B	4 • 33,3%	2 • 40%	Arianna Ferrari, Monica Lamperti
Fashion	B	4 • 33,3%	3 • 60%	Arianna Ferrari, Iacopo Destri, Anna Maria Lotto
Civil Litigation	B	10 • 83,3%	4	Luciano Daffarra, Iacopo Destri, Arianna Ferrari, Anna Maria Lotto
Criminal law	C	2 • 16,6%	1 • 20%	Luciano Daffarra
Information Technology	B	3 • 30%	3 • 100%	Iacopo Destri, Arianna Ferrari, Anna Maria Lotto
Media	B	3 • 30%	3 • 100%	Iacopo Destri, Arianna Ferrari, Anna Maria Lotto
Telecommunications	C	3 • 30%	3 • 100%	Iacopo Destri, Arianna Ferrari, Anna Maria Lotto
Privacy	B	3 • 30%	3 • 100%	Iacopo Destri, Arianna Ferrari, Anna Maria Lotto

The lawyers may have an active role in different practice areas.

Capua BioServices - Doppel Farmaceutici

From € **100,000** to € **2** mln each

TYPE OF MATTER
IP – Life Sciences

LEAD PARTNER
Monica Lamperti

COUNTERPARTY
-

Assisted in drafting contract clauses to protect existing know-how and improvements thereto made during the manufacturing of medicinal products for clients of the above companies.

Other clients: Italian and foreign companies of different industry sectors

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CARNELUTTI

RANKING	
Directories average	legalcommunity
C-	B

Carnelutti's intellectual property and litigation departments focuses on intellectual property and civil dispute resolution (i.e.: Italian and international arbitration and litigation in various fields for both Italian and multinational clients), including patent and trademark infringement, unfair competition, copyright, commercial law and related issues.
As for TMT, in 2017 many clients have intensified their marketing and advertising activities and asked to be assisted by media lawyers. In addition, many clients, operating in the media sector (for example talents, celebrities), have started e-commerce activities.

MARKET FEEDBACK ON THE FIRM*

«Good firm and good long-term business relationship. Extremely professional and experienced team. International network».

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Leonardo Spina: «Extremely reliable and accurate».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS										TMT PRACTICE AREAS			
		Patents	Trademarks	Copyright	Design/Art	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law	Information Technology	Media	Telecommunications	Privacy
Luca Arnaboldi	AA											✓	✓		✓
Margherita Barié	A	✓	✓	✓	✓	✓	✓	✓	✓	✓					
Nicolò Bastianini	A												✓		
Cecilia Cagnoni Luoni	A												✓		
Stefano Mele	A											✓			✓
Other notable lawyers according to market sources	**Veronica Buonocore** (Associate)														

*summary of interviews with clients

CARNELUTTI

HEAD OF IP DEPARTMENT

MARGHERITA BARIÉ

HEAD OF TMT DEPARTMENT

LUCA ARNABOLDI

1	3	-	2
16,6% Partners	50% Associates	- Counsels	33,4% Trainees

3	2	1	2
37,5% Partners	25% Associates	12,5% Counsels	25% Trainees

NAMES OF PARTNERS

Margherita Barié

NAMES OF PARTNERS

Luca Arnaboldi, Nicolò Bastianini, Cecilia Cagnoni Luoni

THE FIRM'S STRENGTHS*

1. expertise and practice in all IP and TMT related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. multidisciplinary team able to offer a complete range of services in domestic and cross-border operations;
6. international network.

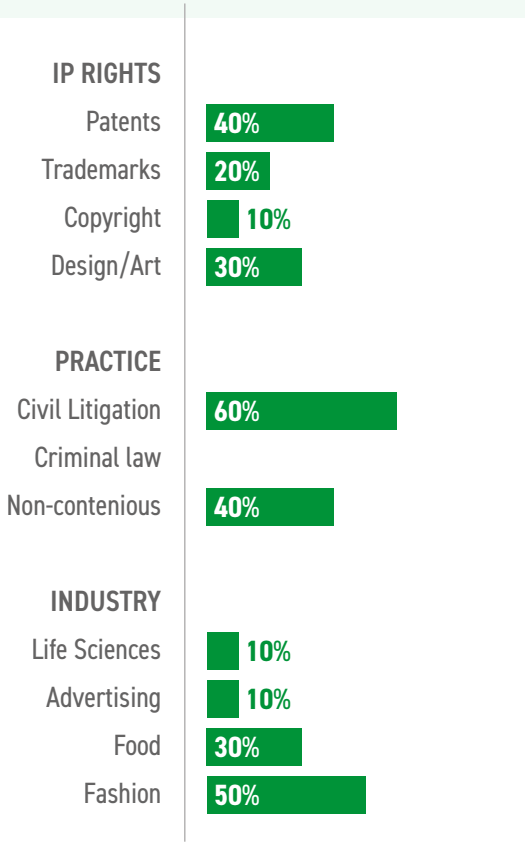
*according to clients and market observers

CARNELUTTI

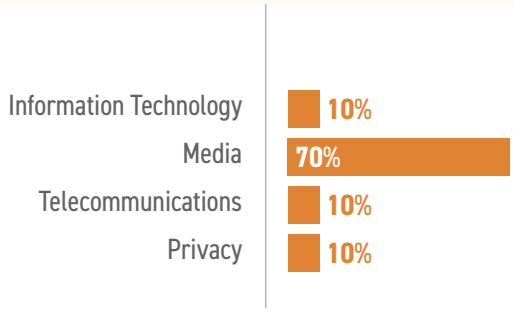
NOTABLE LAWYERS ACCORDING TO THE FIRM

Roberta Mollica (Of Counsel - TMT team): "She has deep expertise in copyright law and image rights law (including purchase of copyrights, license of copyrights, film production, image release etc.) and media regulation. She also assisted many TV broadcastings companies in negotiating audio-visual copyrights concerning the soccer competitions organized by Lega Calcio Serie A and Lega Calcio Serie B as well as in negotiating the collecting societies' licenses (e.g. SIAE, SCF and Nuovo Imaie's licenses).

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



IP ACTIVITIES	8 %

TMT ACTIVITIES	13 %

CARNELUTTI

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	B	6 • 100%	1 • 100%	Margherita Barié
Trademarks	B	6 • 100%	1 • 100%	Margherita Barié
Copyright	B	6 • 100%	1 • 100%	Margherita Barié
Design	B	6 • 100%	1 • 100%	Margherita Barié
Life Sciences	C	2 • 33,3%	1 • 100%	Margherita Barié
Advertising	B	6 • 100%	1 • 100%	Margherita Barié
Food	C	6 • 100%	1 • 100%	Margherita Barié
Fashion	B	6 • 100%	1 • 100%	Margherita Barié
Civil Litigation	B	6 • 100%	1 • 100%	Margherita Barié
Information Technology	B	4 • 50%	1 • 33,3%	Luca Arnaboldi
Media	A	8 • 100%	3 • 100%	Luca Arnaboldi, Nicolò Bastianini, Cecilia Cagnoni Luoni
Telecommunications	C	3 • 37,5%	1	Salvatore Nolasco (Litigation Department)
Privacy	A	2 • 25%	1 • 33,3%	Luca Arnaboldi

The lawyers may have an active role in different practice areas.

Pyke S.r.l.

TYPE OF MATTER
IP – Civil ligitation – Patents

LEAD PARTNER
Margherita Barié

COUNTERPARTY
Paglieri S.p.A. Iacobacci

Assisting Pyke S.r.l., an Italian company active in the cosmetics field and owner of the EU trademark application "Cliomakeup", in an opposition proceeding before the European Intellectual Property Office started on August 13, 2013 by Paglieri S.p.A., on the basis of the prior trademark registration "Cléo" owned by the latter. On October 19, 2017 (after more than 4 years of complex dispute), the EUIPO Examiner rejected all the claims raised by Paglieri S.p.A. against Pyke S.r.l.

Alitalia - Società Aerea Italiana S.p.A.

TYPE OF MATTER
TMT - Privacy

LEAD PARTNER
Luca Arnaboldi

COUNTERPARTY
-

Assisting Alitalia S.p.A. in all legal issues related to the compliance to EU GDPR (General Data Protection Regulation).

Webidoo S.p.A.

Approx. € 20 mln

TYPE OF MATTER
IP – Civil Litigation

LEAD PARTNER
Margherita Barié

COUNTERPARTY
-

Assisting Webidoo, an Italian innovative start-up active in the digital market, in a preliminary injunction proceeding and parallel civil action started by Axélero S.p.A. for alleged unfair competition behaviors and currently pending before the Court of Milan.

Other clients: Coop Distretto Nord Ovest (Coop Consorzio Nord Ovest s.c.; Coop Liguria s.c.; Coop Lombardia s.c.; Coop Vicinato Lombardia s.c. e Nova Coop s.c.), Red Keep S.r.l, International Nutrition Research Center, Inc.

CHIOMENTI

RANKING	
Directories average	legalcommunity
C	B+

In 2017, Paolo Bertoni managed the integration of the IP team with the TMT Group.
Paolo Bertoni's IP team is rapidly boosting tailored assistance in the IP arena, working alongside major Italian and international operators.
In the TMT field, Chiomenti has a unique and one of the most complete offer in the Italian market, advising clients across all the four sub-sectors of the TMT sector. The firm has also strong industry connections both with the market and the regulators.

MARKET FEEDBACK ON THE FIRM*

«Excellent, multi-practice and highly qualified team providing 360° legal assistance, especially on TMT, litigation, and privacy. They are highly responsive, and reliable».

«Deep knowledge of the regulation and strong institutional network. I chose to work with this firm because of their consolidated expertise and the fact that Gilberto Nava and Giulio Vecchi joined the firm».

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Gilberto Nava: «He is our most trusted advisor and support. He has been very precious in our overall development as a company within the years. He has strong negotiation skills and he represents us skillfully before the Italian Authorities (mainly AGCM and AGCOM where he gained an excellent reputation over the years). His strengths: strong corporate experience and ability to design appropriate strategies accordingly with market trends and fast moving innovation».
«My company has a longstanding trust relationship with Gilberto Nava who has been helping us design our strategy in the domestic and international market».
«Outstanding: he's a top-notch, super skilled and experienced lawyer with solid institutional and market network».

Paolo Bertoni: «Very good work. Deep knowledge of IP matters, both contractual and litigation. For this reason he has a wide vision and is able to focus on all relevant aspects of any IP issue».

Giulio Vecchi: «Deep expertise in all TMT issues. Timeliness, responsiveness and availability».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK		IP PRACTICE AREAS										TMT PRACTICE AREAS			
	Ranking	Patents	Trademarks	Copyright	Design/Art	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law	Information Technology	Media	Telecommunications	Privacy
Gilberto Nava	AA						✓					✓	✓	✓	✓
Paolo Bertoni	A	✓	✓	✓	✓	✓	✓	✓	✓	✓					✓
Giulio Vecchi	C						✓					✓	✓	✓	✓
Other notable lawyers according to market sources	**Luca Tomazzoli** (Associate): "Extremely promising". **Eduardo Astone** (Associate): "He is a very young but outstanding lawyer.														

*summary of interviews with clients

CHIOMENTI

HEAD OF IP DEPARTMENT

PAOLO BERTONI

HEAD OF TMT DEPARTMENT

GILBERTO NAVA

1	6	-	-
14,2% Partners	85,7% Associates	- Counsels	- Trainees

1	4	-	-
20% Partners	80% Associates	- Counsels	- Trainees

NAMES OF PARTNERS

Paolo Bertoni

NAMES OF PARTNERS

Gilberto Nava

THE FIRM'S STRENGTHS*

1. expertise and practice in all IP and TMT related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. multidisciplinary team able to offer a complete range of services in domestic and cross-border operations.

HIRES IN THE LAST 12 MONTHS 3

NAME. **Jacopo Meneghin (Associate)**

NAME. **Matteo Leffi (Associate)**

NAME. **Simona Dagnino (Associate)**

HIRES IN THE LAST 12 MONTHS 2

NAME. **Daniela Maragno (Associate)**

NAME. **Luca Tomazzoli (Associate)**

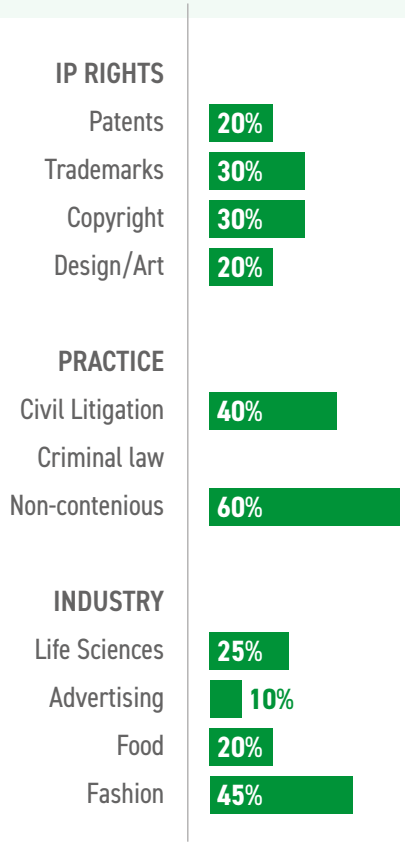
*according to clients and market observers

CHIOMENTI

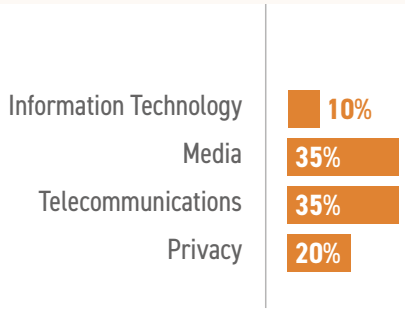
NOTABLE LAWYERS ACCORDING TO THE FIRM

Giulio Vecchi (Senior associate): "He is involved in most of the deals in the media sector and on several deals involving technology and telecommunication industries or matters. Giulio regularly assists national and international companies in relation to the implementation of the data protection legislation (including the General Data Protection Regulation), with the negotiation of complex commercial deals, in dealing with regulatory issues related to media and advertising and in advising with issues concerning digital transformation".

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



IP ACTIVITIES	5 %

TMT ACTIVITIES	6 %

CHIOMENTI

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	B	6 • 85,7%	1 • 100%	Paolo Bertoni
Trademarks	B	6 • 85,7%	1 • 100%	Paolo Bertoni
Copyright	B	4 • 57,1%	1 • 100%	Paolo Bertoni
Design	B	3 • 42,8%	1 • 100%	Paolo Bertoni
Life Sciences (specific Business Unit)	B	22	1 • 100% + 6	Paolo Bertoni
Advertising	B	5 • 71,4%	1 • 100% + 1	Paolo Bertoni + Gilberto Nava
Food	B	3 • 42,8%	1 • 100%	Paolo Bertoni
Fashion	B	7 • 100%	1 • 100%	Paolo Bertoni
Civil Litigation	A	5 • 71,4%	1 • 100%	Paolo Bertoni
Criminal law (specific Business Unit)	B	8	2	Francesco D'Alessandro (Of Counsels), Stefano Manacorda (Of Counsels)
Information Technology	A	NUMBER VARIES	1 • 100%	Gilberto Nava
Media	A	NUMBER VARIES	1 • 100%	Gilberto Nava
Telecommunications	A	NUMBER VARIES	1 • 100%	Gilberto Nava
Privacy	A	NUMBER VARIES	1 • 100% + 1	Gilberto Nava + Paolo Bertoni

The lawyers may have an active role in different practice areas.

EOLO S.p.A — € 1.250 bn

TYPE OF MATTER
TMT - Telecommunications

LEAD PARTNER
Gilberto Nava

COUNTERPARTY
Orrick, Herrington & Sutcliffe LLP, Lattanzi Cardarelli Avvocati, Luisa Torchia

Assisting Eolo S.p.A. (a leading mobile broadband company) in filing a lawsuit with the Regional Administrative Court of Lazio ("Tribunale Amministrativo Regionale del Lazio") in relation to the procurement procedure held by Infratel Italia S.p.A. (company owned by the Ministry for the Economic Development) for awarding a concession contract for the management and construction of a high-speed broadband infrastructure in rural areas characterized by market failure (so called "NGA white areas"). This procurement procedure constitutes the most important public intervention aimed at promoting the development of high speed broadband networks in Italy.

MolMed S.p.A — € 43 mln

TYPE OF MATTER
IP – Life Sciences

LEAD PARTNER
Paolo Bertoni

COUNTERPARTY
BonelliErede

Advising MolMed S.p.A. in relation to the drafting, negotiation and execution of a license and distribution agreement with Dompé farmaceutici S.p.A. as well as of a concurrent supply agreement, both concerning the Zalmoxis medicinal product and covering the European Economic Area and, subject to an option right, Australia, Switzerland and Turkey.

Ubiquity S.r.l. — Market value of € 120/130 mln per year

TYPE OF MATTER
TMT - Telecommunications

LEAD PARTNER
Gilberto Nava

COUNTERPARTY
DLA Piper, Cintioli, Caiazzo, Valli, Mancuso e Associati, Legance, Prosperetti, Studio Gambino, BonelliErede, In-house lawyers

Advising Ubiquity S.r.l. in a proceeding before the Italian Antitrust Authority against Vodafone Italia S.p.A. on abuse of dominant position and margin squeeze in the mobile advertising and application to person services (A2P). The sanction imposed by AGCM to Vodafone Italia was of € 5.843.814. This was the first proceeding concerning this specific fast-growing market sector in Europe

Other clients: Avio S.p.A., Cattolica Services S.C.p.A., ANIA, Acquazzurra s.r.l. in liquidazione, Versace S.p.A, Firriato S.r.l., Toyota Motor Italia, Discovery Italia S.r.l., Poste Mobile S.p.A., Viacom International Media Networks Italia S.r.l., Fastweb S.p.A., SCP EPC UK LIMITED UK company.

CLEARY GOTTLIEB

RANKING

Directories average	legalcommunity
A	A-

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	TMT PRACTICE AREAS				Other notable lawyers according to market sources
		Information Technology	Media	Telecommunications	Privacy	
Mario Siragusa	★	✓	✓	✓	✓	-
Ferdinando Emanuele	AA	✓	✓	✓	✓	
Marco D'Ostuni	AA	✓	✓	✓	✓	

3	20	5	5
9,2%	60,6%	15,1%	1,1%
Partners	Associates	Counsels	Trainees

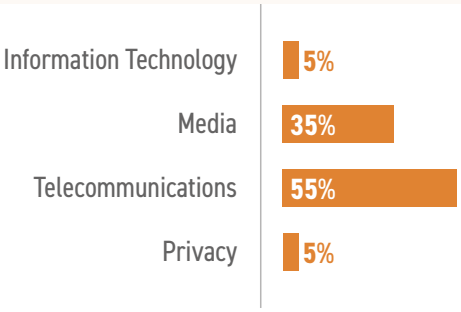
NAMES OF PARTNERS

Marco D'Ostuni, Mario Siragusa, Ferdinando Emanuele

THE FIRM'S STRENGTHS*

1. expertise and practice in all TMT related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. multidisciplinary team able to offer a complete range of services in domestic and cross-border operations;
6. international network and strong presence in Italy.

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



*according to clients and market observers

CLEARY GOTTLIEB

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Information Technology	A	NUMBER VARIES	3 • 100%	Marco D'Ostuni, Mario Siragusa and Ferdinando Emanuele
Media	A	NUMBER VARIES	3 • 100%	Marco D'Ostuni, Mario Siragusa and Ferdinando Emanuele
Telecommunications	A	NUMBER VARIES	3 • 100%	Marco D'Ostuni, Mario Siragusa and Ferdinando Emanuele
Privacy	B	NUMBER VARIES	3 • 100%	Marco D'Ostuni, Mario Siragusa and Ferdinando Emanuele + Francesco De Biasi (Counsel)

The lawyers may have an active role in different practice areas.

CLEARY GOTTLIEB

Telecom Italia-TIM

€ 730 mln

TYPE OF MATTER
TMT – Telecommunications

LEAD PARTNER
Marco D'Ostuni

COUNTERPARTY
-

Assisted TIM in winning an antitrust litigation concerning an action for damages brought by Eutelia S.p.A. in extraordinary administration ("Eutelia") and Voiceplus of approximately € 730 million, allegedly caused by discriminatory practices in the sector of value added services (VAS) provided to users through non-geographic numbers (NNGs) 899 and 0878.

SKY Italy

TYPE OF MATTER
TMT - Media

LEAD PARTNERS
Marco D'Ostuni, Ferdinando Emanuele

COUNTERPARTY
-

Assisting SKY Italy in connection with Lega Serie A's calls for tender to assign Serie A football tv broadcasting rights and with the Italian Antitrust Authority ("IAA")'s scrutiny of Lega Serie A's award of such rights to MediaPro.

Vivendi

TYPE OF MATTER
TMT - Media

LEAD PARTNER
Marco D'Ostuni

COUNTERPARTY
-

Assisting Vivendi in the proceeding initiated by the Communications Regulatory Authority ("AGCom") in Decision No. 654/16/CONS, following the acquisition by Vivendi of significant holdings in the share capital of Telecom and Mediaset.

Other clients: Italian and foreign companies of different industry sectors.

SAVE THE DATE

2018 savethebrand

by LC Publishing Group

In partnership with ICM Advisors

Tuesday, November 29

Four Seasons Hotel

Via Gesù, 6/8 • Milan

#SaveTheBrand

Main Partners

CastaldiPartners 1996

CLA Consulting – Ceppellini Lugano & Associati

Latham & Watkins

Macchi di Cellere Gangemi

Maisto e Associati

MDBA

For further information: martina.greconaccarato@lcpublishinggroup.it

CLIFFORD CHANCE

RANKING

Directories average	legalcommunity
–	B+

Over the past year, Clifford Chance's **IP department** has handled a variety of important matters ranging from high-profile disputes concerning all IP rights (patents, trademarks, copyrights, designs, domain names and trade secrets) to highly complex, IP-focused transactions (acquisitions, securitisations, joint ventures and IPO's). The IP group's expertise also covers advisory in the **TMT sector**, including software copyright and audio-visual works copyright niche markets.
In 2017, the imminent entry into force of the GDPR regulation and the forthcoming enforceability of the relevant régime created a demand for compliance projects aimed at ensuring that business organizations are in line with the GDPR requirements by 25 May 2018. This resulted in a steady increase in the demand for data protection related advisory on specific topics and notably for GDPR readiness projects.
Also Brexit generated a new wave of TMT/data related workstream for the TMT team of Clifford Chance.

MARKET FEEDBACK ON THE FIRM*

«We were assisted by Clifford Chance for copyright, trademark and unfair competition matters. Excellent team. Expertise, on time support and flexibility are the firm's strengths».

«We chose to work with the firm for the very well-established and excellent reputation of its IP team. They understood immediately our core business and the inner need related to it. They are highly prepared from a technical point of view and they are also able to provide opinions or clarifications on legal issues under time pressure».

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Monica Riva: «Outstanding: Monica and her team are highly skilled, responsive and cooperative». «She has very remarkable technical skills and a business oriented approach; she is always able to suggest the best strategy that perfectly fits our legal and economic needs».

Andrea Tuninetti Ferrari: «Expertise, flexibility, kindness and good interpersonal skills».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS										TMT PRACTICE AREAS			
		Patents	Trademarks	Copyright	Design/Art	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law	Information Technology	Media	Telecommunications	Privacy
Monica Riva	A	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Andrea Tuinetti Ferrari	B	✓	✓	✓								✓	✓	✓	✓

*summary of interviews with clients

CLIFFORD CHANCE

HEAD OF IP&TMT DEPARTMENT

MONICA RIVA

1	6	-
14,2% Partners/Counsel	85,7% Associates	- Trainees

NAMES OF PARTNERS/COUNSELS

Monica Riva (Counsel)

NOTABLE LAWYERS ACCORDING TO THE FIRM

Andrea Tuninetti Ferrari (Senior Associate): "Andrea is the data go-to specialist within the firm as his area of expertise focuses on data law. Andrea is a member in the Tech Group launched by Clifford Chance with the aim to focus on client demand for advice on tech and the use of data. Andrea has advised clients in relation to GDPR readiness projects and Brexit-driven relocation projects".

Andrea Andolina (Associate): "Andrea focuses his practice in IP and unfair competition disputes, and in consultancy on the legal issues of new and emerging technologies".

Valerio Vadalà (Associate): "He is specialised in litigation and transactional assistance to Italian and international clients for all aspects of IP law. He is also very much involved in the field of non-titular IP rights, with particular focus on know-how and trade secret".

HIRES IN THE LAST 12 MONTHS 3

NAME. **Andrea Andolina (Associate Lawyer)**
JOINED FROM. **Mondini Rusconi**

NAME. **Stella Pavone (Lawyer)**
JOINED FROM. **Studio Barbero**

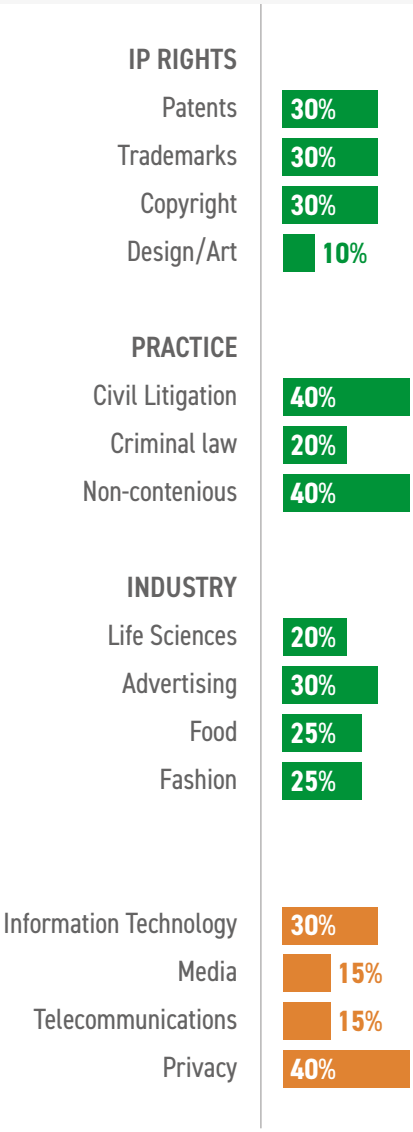
NAME. **Iolanda d'Anselmo (Trainee)**

IP ACTIVITIES **5 %**

THE FIRM'S STRENGTHS*

1. expertise and practice in all IP and TMT related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. multidisciplinary team able to offer a complete range of services in domestic and cross-border operations;
6. international network and strong presence in Italy.

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



TMT ACTIVITIES **5 %**

*according to clients and market observers

CLIFFORD CHANCE

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	A	7 • 100%	1 • 100%	Monica Riva
Trademarks	B	7 • 100%	1 • 100%	Monica Riva
Copyright	A	7 • 100%	1 • 100%	Monica Riva
Design	B	7 • 100%	1 • 100%	Monica Riva
Life Sciences	B	7 • 100%	1 • 100%	Monica Riva
Advertising	A	7 • 100%	1 • 100%	Monica Riva
Food	C	7 • 100%	1 • 100%	Monica Riva
Fashion	A	7 • 100%	1 • 100%	Monica Riva
Civil Litigation	B	7 • 100%	1 • 100%	Monica Riva
Criminal law	B	7 • 100% + 1	1 • 100% + 1	Monica Riva, Jean-Paule Castagno (Counsel – Litigation & Dispute Resolution practice)
Information Technology	A	2 • 28,5%	-	-
Media	B	3 • 43,8%	-	-
Telecommunications	B	2 • 28,5%	-	-
Privacy	B	2 • 28,5%	-	-

The lawyers may have an active role in different practice areas.

Mazars

TYPE OF MATTER
IP - Civil and Criminal Litigation

LEAD PARTNER
Monica Riva, Jean-Paule Castagno

COUNTERPARTY
Galbiati e Sacchi, Professor Marco Saverio Spolidoro

Advising Mazars in two arbitration proceedings before the Paris International Chamber of Commerce (ICC) and in Italian criminal proceedings regarding unfair competition, infringement of trademarks, software, misappropriation of business secrets, electronic databases and other IPRs. This is one of the most important cybercrime cases in recent years and it is the first case where the unlawful access to an IT systems is the outcome of a clear company business strategy.

ITV plc

TYPE OF MATTER
IP (Copyright) / TMT (Media)

LEAD PARTNER
Monica Riva

COUNTERPARTY
LMS

Advised British media company ITV in the acquisition of a majority stake in Cattleya, an Italian independent film and television producer, which is well known in Italy for the production of top TV series such as "Gomorra." This was a highly IP-driven transaction, with focus on copyright related issues. Advising a British producer in its first investment in the Italian content production market required balancing a highly specialised copyright law advisory with a commercial insight in a sector that relies on very peculiar dynamics.

Acciaieria Arvedi/Arvedi Group

TYPE OF MATTER
IP – Patents – Civil Litigation

LEAD PARTNER
Monica Riva

COUNTERPARTY
BonelliErede

Assisting the Arvedi Group, one of the worldwide top companies in the steel production, in the proceedings started by its competitor Danieli&C. Officine Meccaniche before the Court of Milan. The peculiarity of the litigation is that parties are litigating before Italian Courts about a Chinese Patent. This is a complex patent litigation concerning patents that are at the very core of the parties' business, with possible implications not only on the Italian market.

Other clients: Hearst Magazines S.p.A., COPROB Cooperativa Produttori Bieticoli (Italia Zuccheri), Fendi, Sigue Global Service Ltd., Fiditalia S.p.A

CMS

RANKING

Directories average	legalcommunity
–	B+

NEWS

In January 2018, **Marco Leone** (former Senior Associate) was promoted to Counsel.

The areas in which CMS' **TMT team** has been most active in 2017 are the following: legal issues arising out of artificial intelligence and data analytics, with particular reference to the automotive sector; privacy and the new EU General Data Protection regulation (GDPR); outsourcing; Technology law issues in the Fintech industry; cloud computing and SAAS arrangements; software licensing; hardware and complex IT systems procurement; electronic signatures. The firm's privacy team is currently advising more than 20 multinational and national companies on their internal GDPR compliance projects to prepare for the date of full effectiveness of the EU General Data Protection Regulation.
The **IP team** has been mostly involved in IP litigation: trademark violations and opposition procedures before the Italian Office for Patents and Trademarks.

MARKET FEEDBACK ON THE FIRM*

«Excellent firm. We have a very profitable business relationship due to good balance between quality and budget. Combined expertise and leading position in the fields of technology, public procurement law and privacy».

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Italo de Feo: «He is an excellent lawyer, with an extensive knowledge of the entire technology sector. His friendly approach is very much appreciated».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS										TMT PRACTICE AREAS			
		Patents	Trademarks	Copyright	Design/Art	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law	Information Technology	Media	Telecommunications	Privacy
Italo De Feo	AA			✓								✓	✓		✓
Marco Leone	B														✓
Paola Nunziata	B	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				
Other notable lawyers according to market sources	**Marco Leone** (Counsel)														

*summary of interviews with clients

CMS

HEAD OF IP DEPARTMENT

PAOLA NUNZIATA

HEAD OF TMT DEPARTMENT

ITALO DE FEO (photo),

PAOLO SCARDUELLI

2	3	-	1
33,4% Partners	**50%** Associates	**-** Counsels	**16,6%** Trainees

2	2	3	-
28,6% Partners	**28,6%** Associates	**42,8%** Counsels	**-** Trainees

NAMES OF PARTNERS

Paola Nunziata, Italo de Feo

NAMES OF PARTNERS

Italo de Feo, Paolo Scarduelli

THE FIRM'S STRENGTHS*

1. expertise and practice in all IP and TMT related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. multidisciplinary team able to offer a complete range of services [in domestic and cross-border operations];
6. international network and strong presence in Italy;
7. cost-effective assistance.

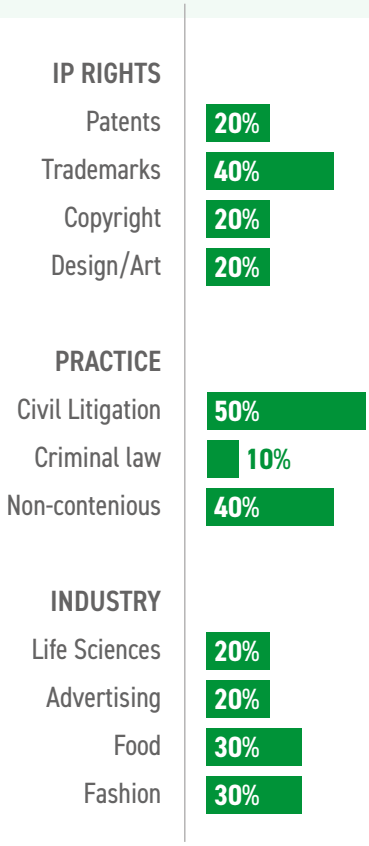
NOTABLE LAWYERS ACCORDING TO THE FIRM

Marco Leone (Counsel): "His primary expertise is in the technology sector, with particular reference to information technology law, Internet law, privacy and consumer protection. Marco regularly advises national and multinational companies in the negotiation and drafting of commercial contracts, including outsourcing contracts, software licenses, supply and distribution, as well as the preparation of internal privacy policies and the management of relations with the Italian Data Protection Authority".

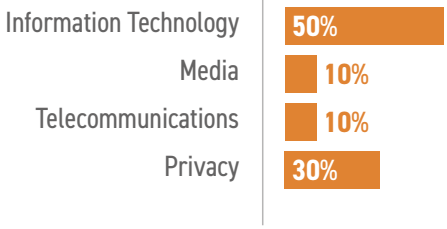
*according to clients and market observers

CMS

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



CMS

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	B	2 • 33,3%	1 • 50%	Paola Nunziata
Trademarks	B	2 • 33,3%	1 • 50%	Paola Nunziata
Copyright	B	6 • 100%	2 • 100%	Italo de Feo, Paola Nunziata
Design	C	2 • 33,3%	1 • 50%	Paola Nunziata
Life Sciences	B	6 • 100%	1 • 50% + 2	Paola Nunziata + Laura Opilio (Dispute Resolution Department and Insurance & Funds practice), Pietro Cavasola (Corporate practice)
Advertising	C	2 • 33,3%	1 • 50%	Paola Nunziata
Food	C	2 • 33,3%	1 • 50%	Paola Nunziata
Fashion	C	2 • 33,3%	1 • 50%	Paola Nunziata
Civil Litigation	B	2 • 33,3%	1 • 50%	Paola Nunziata
Criminal law	C	2 • 33,3%	1 • 50%	Paola Nunziata
Information Technology	A	5 • 71,4%	1 • 50%	Italo de Feo
Media	B	6 • 85,7%	2 • 50% + 1	Paolo Scarduelli, Italo de Feo + Pietro Cavasola (Corporate practice)
Telecommunications	A	7 • 100%	2 • 100%	Paolo Scarduelli, Italo de Feo
Privacy	A	5 • 71,4%	1 • 50% + 1	Italo de Feo + Marco Leone (Counsel)

The lawyers may have an active role in different practice areas.

HP Italia

USD **1.05** bn

TYPE OF MATTER
TMT - IT

LEAD PARTNER
Matteo Ciminelli (Corporate), Italo de Feo (Technology), Fabrizio Spagnolo (Employment)

COUNTERPARTY
Samsung Electronics Italia

CMS, as co-lead counsel alongside eminent US firm Paul, Weiss, Rifkind, Wharton & Garrison LLP, advised HP Inc. on its $1.05bn acquisition of Samsung Electronics Co., Ltd.'s global printer business. CMS Italy was involved for the Italian part of the deal. As part of the transaction, CMS advised on the transfer of technology and related assets from local Samsung to local HP entities in 45 jurisdictions across six continents. HP's acquisition of Samsung's printer business included over 6,500 print patents and 1,300 laser printing researchers and engineers with expertise in laser technology, imaging electronics, supplies and accessories.

Corriere dello Sport / NES Editoriale

TYPE OF MATTER
TMT - IT

LEAD PARTNER
Italo de Feo, Pietro Cavasola

COUNTERPARTY
-

Assisted this leading Italian sport newspaper publishers on all the legal aspects involved in the managing and operation of the websites of Corriere dello Sport and Tuttosport, containing tools for videos and advertising services. CMS also advised on the contracts with the relevant technology suppliers and on the relevant data protection and IP law issues.

Deliveroo

TYPE OF MATTER
TMT - IT

LEAD PARTNER
Italo de Feo

COUNTERPARTY
-

Advising Deliveroo Italy on their commercial contracts, advertising and data protection issues in Italy, including in connection with the contracts with restaurants and restaurant chains.

Other clients: Infogroup, Telepass, Moneygram, TIWS (Telefonica International Wholesale Services), Conti Editore, Sportnetwork, Telepass, Ultraspecialisti, Geosmartcampus, Aletea, U-first, Wipro, AIG, Easyjet

CORTE STUDIO LEGALE

RANKING**	
Directories average	legalcommunity
-	A

Corte is a boutique law firm with extensive experience and expertise in Food & Beverage law, including civil proceedings to challenge regulatory sanctions regarding food and other related consumer products such as pet food and criminal proceedings relating to all aspects of food law (infringement/forgery patents and trademarks).
In 2017 the trend has been an increase in gluten free, vegan and other "healthy" products.
Following Italy's Ministry of agriculture's Decrees, there has been an increasing interest in origin labelling (milk products, rice, wheat in pasta, etc) with all the related problems.
The firm also assisted clients in several "scandals" such as the Brazilian meat scandal and the fipronil in eggs.

MARKET FEEDBACK ON THE FIRM*

«Corte is one of the most renowned Italian food law firms. We started working with them in the early 80's. We chose to work with this firm for its strong competence and specialization in food law and their knowledge of retail».

«Outstanding firm. High level of specialization and expertise, which allows the firm to deal with each matter with unique insight and to solve problems effectively. Experience and ability in litigation strategy. Client-oriented with a great service capacity».

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Paola Corte: «Her work is excellent. Extensive knowledge of food law. Accurate and reliable. She speaks perfect English».

Elena Corte: «Excellent technical skills, she is very specialized and client-oriented».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS									
		Patents	Trademarks	Copyright	Design/Art	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law
Elena Corte	A							✓			
Paola Corte	A							✓			

*summary of interviews with clients - **food law

CORTE STUDIO LEGALE

HEAD OF IP DEPARTMENT

PAOLA CORTE,

ELENA CORTE (photo)

THE FIRM'S STRENGTHS*

1. Expertise and practice in Food & Beverage law;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the Food market and the company's business;
4. presence and availability of the Partners.

4	-	-	-
100% Partners	- Associates	- Counsels	- Trainees

NAMES OF PARTNERS

Andrea Corte, Elena Corte, Paola Corte, Marco Dallavalle

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS

IP RIGHTS	
Patents	
Trademarks	
Copyright	
Design/Art	
PRACTICE	
Civil Litigation	25%
Criminal law	25%
Non-contenious	50%
INDUSTRY	
Life Sciences	
Advertising/Food	100%
Fashion	

IP ACTIVITIES (FOOD LAW)	100 %

*according to clients and market observers

CORTE STUDIO LEGALE

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Advertising (only food advertising)	A	1 • 25%	1 • 25%	Paola Corte
Food	A	4 • 100%	4 • 100%	Andrea Corte, Elena Corte, Paola Corte, Marco Dallavalle
Civil Litigation (challenging regulatory sanctions regarding food and other related consumer products such as pet food)	A	2 • 50%	2 • 50%	Paola Corte, Elena Corte
Criminal law (crimes related to food and other consumer products)	A	4 • 100%	4 • 100%	Andrea Corte, Elena Corte, Paola Corte, Marco Dallavalle

The lawyers may have an active role in different practice areas.

A large scale retailer and a trade association

TYPE OF MATTER
Food law

LEAD PARTNER
Paola Corte

COUNTERPARTY
-

An Italian region published an "Application criteria"for legislation on food hygiene and safety which unduly burdened retailers by introducing several requirements that were stricter than the ones resulting from EU legislation. The firm was asked to prepare a legal document to challenge the legitimacy of each provision; the trade association used the legal document and it resulted in the suspension of the regional "Application criteria" without the need to go to court.

Brazilian company leader in the production of meat

TYPE OF MATTER
Food law

LEAD PARTNERS
Elena Corte, Paola Corte

COUNTERPARTY
-

As part of the Brazilian meat scandal, the firm assisted the company most involved in many aspects. Assistance was provided (i) on the management of health warnings concerning Brazilian meat blocked in customs; (ii) in the activity of unblocking the aforesaid meat. The most important work was the drafting of a pro-veritate opinion on microbiological limits addressed to the Brazilian judiciary in favour of the company's Legal Representative who was in prison for the matter. Successfully obtained the release, the firm proceeded to monitor the management of the emergency by the European Community.

Wholesaler supplier of retail chains

TYPE OF MATTER
Food law (criminal proceedings)

LEAD PARTNER
Elena Corte

COUNTERPARTY
-

Assisted in a complex criminal proceeding regarding several seizures of honey at discount stores, and subsequent sampling for which the company's Legal Representative was accused of adulterating honey.

Other clients: Trade associations and Italian and foreign food and beverage companies.

NICOLA
DI MOLFETTA

2006-2016

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CLICCA QUI

CREA AVVOCATI ASSOCIATI

RANKING

Directories average	legalcommunity
-	B+

NEWS

In 2017, Partners **Elena Carpani**, **Marco Lucchini** and **Gianluca Fucci** created the "Digital Adv Lab" (http://digitaladvlab.it/), the first interdisciplinary observatory on legal issues of digital advertising and marketing communication. In January 2018, **Chiara Tebano**, a Criminal lawyer with expertise in IP (anti-counterfeiting) was appointed as new Partner. She joined from Studio Legale Tebano-Corvucci.

MARKET FEEDBACK ON THE FIRM*

«Excellent team: Quick reaction and response timing and maximum availability 24/7 considering that it was an urgent analysis required during Christmas time».

«Skills, good knowledge of the business and responsiveness are the firm's strengths».

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Elena Carpani: «Excellent work. Technical skills and smartness. A reference for Advertising».

Daniele Caneva: «Very good lawyer. Quick response, personal involvement, business-oriented approach and excellent technical knowledge».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS										TMT PRACTICE AREAS			
		Patents	Trademarks	Copyright	Design/Art	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law	Information Technology	Media	Telecommunications	Privacy
Elena Carpani	A			✓			✓			✓			✓		✓
Daniele Caneva	A	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓		✓
Nicoletta Colombo	B	✓	✓	✓	✓	✓		✓	✓			✓	✓		✓
Marco Lucchini	B		✓								✓	✓	✓		✓
Gianluca Fucci	B	✓	✓	✓	✓	✓	✓			✓					
Other notable lawyers according to market sources	**Veronica Muratori** (Associate): "Great digital and online e-commerce competences -Really fast responsiveness".														

*summary of interviews with clients

CREA AVVOCATI ASSOCIATI

HEAD OF IP&TMT DEPARTMENT

DANIELE CANEVA

7	7	-	3
41,2% Partners	41,2% Associates	- Counsels	17,6% Trainees

NAMES OF PARTNERS

Daniele Caneva, Elena Carpani, Nicoletta Colombo, Gianluca Fucci, Gianpaolo Locurto, Marco Lucchini, Chiara Tebano

NOTABLE LAWYERS ACCORDING TO THE FIRM

Simone D'Eramo (Associate): "He has a strong experience in all IP matters with a focus on IP litigation (both before the Italian IP Court and before the European Court of first instance) in Trademarks, Design, Know-how and Software".

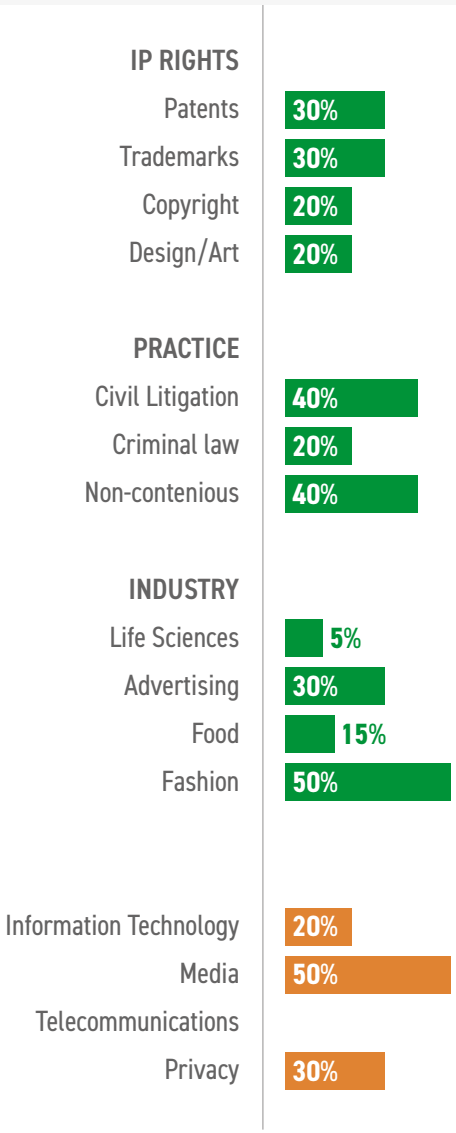
HIRES IN THE LAST 12 MONTHS 1

NAME. **Chiara Tebano (Partner)**
JOINED FROM. **Studio Legale Tebano-Corvucci**

THE FIRM'S STRENGTHS*

1. expertise and practice in all IP and TMT related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. cost-effective assistance.

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



IP&TMT ACTIVITIES **55 %**

*according to clients and market observers

CREA AVVOCATI ASSOCIATI

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	A	12 • 70,5%	5 • 71,4%	Daniele Caneva, Nicoletta Colombo, Gianluca Fucci, Gianpaolo Locurto, Marco Lucchini
Trademarks	A	15 • 88,2%	6 • 85,7%	Daniele Caneva, Nicoletta Colombo, Gianluca Fucci, Gianpaolo Locurto, Marco Lucchini, Chiara Tebano
Copyright	A	8 • 47%	5 • 71,4%	Daniele Caneva, Elena Carpani, Nicoletta Colombo, Gianluca Fucci, Marco Lucchini
Design	A	5 • 29,4%	3 • 42,8%	Daniele Caneva, Nicoletta Colombo, Gianluca Fucci
Life Sciences	C	4 • 23,5%	3 • 42,8%	Daniele Caneva, Nicoletta Colombo, Gianluca Fucci
Advertising	A	6 • 35,2%	3 • 42,8%	Elena Carpani, Gianluca Fucci, Marco Lucchin
Food	B	4 • 23,5%	3 • 42,8%	Daniele Caneva, Nicoletta Colombo, Marco Lucchini
Fashion	A	8 • 47%	4 • 57,1%	Daniele Caneva, Nicoletta Colombo, Gianluca Fucci, Gianpaolo Locurto
Civil Litigation	A	8 • 47%	5 • 71,4%	Daniele Caneva, Elena Carpani, Gianluca Fucci, Gianpaolo Locurto, Marco Lucchini
Criminal law	B	4 • 23,5%	3 • 42,8%	Daniele Caneva, Roberto Rovero, Chiara Tebano
Information Technology	B	7 • 41,1%	3 • 42,8% + 1	Daniele Caneva, Nicoletta Colombo, Marco Lucchini + Cino Raffa Ugolini
Media	A	8 • 47%	4 • 57,1% + 1	Daniele Caneva, Elena Carpani, Nicoletta Colombo, Marco Lucchini + Cino Raffa Ugolini
Privacy	A	8 • 47%	4 • 57,1% + 1	Daniele Caneva, Elena Carpani, Nicoletta Colombo, Marco Lucchini + Cino Raffa Ugolini

The lawyers may have an active role in different practice areas.

L'Oréal Italia S.p.A.

TYPE OF MATTER
IP – Civil litigation - Advertising

LEAD PARTNER
Elena Carpani

COUNTERPARTY
-

Crea's Advertising team successfully assisted L'Oréal in the Italian trial of an international dispute against Beiersdorf (Nivea). The case concerned the commercialization of the main Nivea sunscreen product, marked by the misleading claim "NUOVA PROTEZIONE ANTI-ALONE" (NEW - PROTECTION AGAINST STAINS). The trial was conducted before both the Italian Advertising Self-regulation Jury (Giurì della Pubblicità) and the Court of Milan (first instance and appeal of a preliminary injunction proceeding). L'Oréal won the abovementioned proceedings and obtained an injunction to stop the sale of the Nivea product in Italy and was awarded damages by the court.

INTERPARFUMS SA

TYPE OF MATTER
IP - Trademarks

LEAD PARTNER
Daniele Caneva

COUNTERPARTY
-

Interparfum SA, a French Group active in the perfume and cosmetics business, is owner of many trademarks claiming the expression Legend in class 3; after launching the world famous male fragrance MONTBLANC LEGEND, Mavive S.p.A., an Italian licensee of many famous trademarks, started using the brand LEGEND in class 3 as well. After months of negotiations, threatening legal actions for counterfeiting and unfair competition, the parties reached a worldwide settlement with mutual satisfaction.

Gambero Rosso S.p.A.

TYPE OF MATTER
IP - Trademarks

LEAD PARTNER
Nicoletta Colombo

COUNTERPARTY
-

Crea's IP team successfully assisted Gambero Rosso in several extra-judicial disputes concerning the unlawful internet use of its trademarks "Gambero Rosso" and "Tre Bicchieri".

Other clients: H.eich S.r.l., Errea Sport S.p.A., Biolitec Italia S.p.A., Target Motivation, Guess Europe Sagl, Calzaturificio Casadei S.p.A., Maniva S.p.A., GS S.p.A. (Gruppo Carrefour Italia)

CURTIS

RANKING

NEW

Directories average	legalcommunity
–	C+

Curtis' **department of IP** stands out for its multidisciplinary experience by giving advice on out-of-courts matters, and has a specific expertise in patent infringement, trademark, trade secret and copyright litigation, as well as in data protection, privacy, software, mobile and Internet-related disputes.
The IP department operates in close cooperation with the TMT department as well as with the other firm's departments and offices in order to ensure a timely, efficient and effective assistance to its clients.
The team has gained specific expertise in Information technology, media and privacy matters.

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS										TMT PRACTICE AREAS			
		Patents	Trademarks	Copyright	Design/Art	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law	Information Technology	Media	Telecommunications	Privacy
Marco Guilizzoni	B	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓
Dino Dima	B	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓
Ian Tully	B	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓
Fabrizio Vismara	C	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓
Filippo Palmieri	C											✓	✓	✓	✓
Carmine Gravina	C											✓	✓	✓	✓

CURTIS

HEAD OF IP DEPARTMENT

MARCO GUILIZZONI (photo, Counsel - IP Specialist leader),

DINO DIMA (co-leader)

HEAD OF TMT DEPARTMENT

DINO DIMA (photo),

MARCO GUILIZZONI (co-leader, IP Specialist, Counsel)

3	4	4	3
21,4% Partners	28,6% Associates	28,6% Counsels	21,4% Trainees

5	2	3	2
45,4% Partners	18,2% Associates	27,2% Counsels	18,2% Trainees

NAMES OF PARTNERS

Dino Dima, Ian Tully, Fabrizio Vismara

NAMES OF PARTNERS

Dino Dima, Ian Tully, Fabrizio Vismara, Filippo Palmieri, Carmine Gravina

THE FIRM'S STRENGTHS*

1. expertise and practice in all IP and TMT related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. multidisciplinary team able to offer a complete range of services in domestic and cross-border operations;
6. cost-effective assistance.

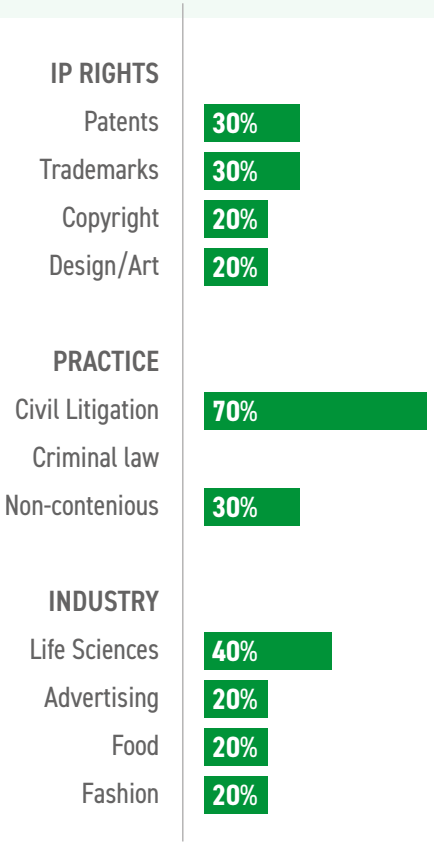
NOTABLE LAWYERS ACCORDING TO THE FIRM

Giorgio Fontana (Associate): "He focuses his practice on IP enforcement, protection, and strategic counseling on IP litigation matters on a domestic scale. He successfully handles patent infringement, trademark, trade dress, trade secret, right of publicity and copyright litigation, as well as computer software, cloud, mobile and Internet-related disputes".

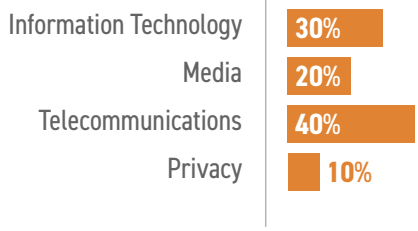
*according to clients and market observers

CURTIS

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



IP&TMT ACTIVITIES	15 %

CURTIS

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	B	14 • 100%	3 • 100%	Dino Dima, Ian Tully, Fabrizio Vismara
Trademarks	B	14 • 100%	3 • 100%	Dino Dima, Ian Tully, Fabrizio Vismara
Copyright	B	14 • 100%	3 • 100%	Dino Dima, Ian Tully, Fabrizio Vismara
Design/Art	-	14 • 100%	3 • 100%	Dino Dima, Ian Tully, Fabrizio Vismara
Life Sciences	-	14 • 100%	3 • 100%	Dino Dima, Ian Tully, Fabrizio Vismara
Advertising	-	14 • 100%	3 • 100%	Dino Dima, Ian Tully, Fabrizio Vismara
Food	-	14 • 100%	3 • 100%	Dino Dima, Ian Tully, Fabrizio Vismara
Fashion	-	14 • 100%	3 • 100%	Dino Dima, Ian Tully, Fabrizio Vismara
Civil Litigation	-	-	-	Fabrizio Vismara, Dino Dima, Ian Tully
Information Technology	B	11 • 100%	5 • 100%	Dino Dima, Ian Tully, Fabrizio Vismara, Filippo Palmieri, Carmine Gravina
Media	B	11 • 100%	5 • 100%	Dino Dima, Ian Tully, Fabrizio Vismara, Filippo Palmieri, Carmine Gravina
Telecommunications	B	11 • 100%	5 • 100%	Dino Dima, Ian Tully, Fabrizio Vismara, Filippo Palmieri, Carmine Gravina
Privacy	B	11 • 100%	5 • 100%	Dino Dima, Ian Tully, Fabrizio Vismara, Filippo Palmieri, Carmine Gravina

The lawyers may have an active role in different practice areas.

Fidia Farmaceutici S.p.A.

TYPE OF MATTER
IP - Patents, Trademarks, Life Sciences, Civil Litigation

LEAD PARTNER
Ian Tully, Marco Guilizzoni

COUNTERPARTY
-

Advised Fidia Farmaceutici S.p.A., a primary Italian operator in the pharmaceutical sector, in relation to the pre-litigation phase of an international patent dispute against a company operating in the production and distribution of devices dedicated to regenerative medicine.

Infrastrutture Wireless Italiane S.p.A. (INWIT S.p.A.)

TYPE OF MATTER
IT - Telecommunications

LEAD PARTNER
Dino Dima

COUNTERPARTY
-

Advised in the negotiation and drafting of a service agreement with Nettrotter S.r.l. for the supply by INIWT of hosting, maintenance and management services of the Nettrotter's equipments for the management of the first LPWA (Low Power Wide Area) network in Italy (the so-called SIGFOX Network) and the marketing of IoT (internet of things) and M2M (machine to machine) services throughout Italy.

UniQure Biopharma BV

TYPE OF MATTER
IP - Patents, Trademarks, Life Science

LEAD PARTNER
Ian Tully

COUNTERPARTY
-

Advising the Dutch-based NASDAQ listed pharmaceutical group UniQure Biopharma BV on a patent licence and rights assignment agreement of an innovative pharmaceutical product under development arising from R&D activities carried out by an Italian professor at the University of Padua.

Other clients: Hitachi Data Systems Italia S.r.l., Telepass S.p.A., Terna S.p.A., Olivetti S.p.A., Telecom Italia S.p.A

DANDI - DIRITTO D'AUTORE E INDUSTRIALE

RANKING

NEW

Directories average	legalcommunity
–	C+

An innovative boutique law firm specialized in Copyright, Film & TV, Media and Entertainment law. The firm provides tailored-made legal assistance to anyone working in the entertainment, digital, cinema, music, art and design industry.
In 2017 the firm's activity mainly focused on film consulting, cinema and media law and IP. The team also worked for the development of e-commerce sites and advised on the creation of online projects, in particular film distributions through online platforms.

MARKET FEEDBACK ON THE FIRM*

«Great competence and experience. Perfect combination of expertise and affinity. I chose this firm because of its experience in copyright infringement issues and because of the international profile of the lawyers, who can understand not only the Italian, but also other European laws in terms of copyright issues».

«Their services are tailored to our specific requests and real needs. Good creative and problem-solving skills. An accurate and thorough analysis of our business strategy was certainly the added value of their services».

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Claudia Roggero: «She is very professional, bright and hugely hard-working».
«She has a deep expertise in copyright and Internet and she is able to find solution for every kind of copyright problem».

Valentina Mayer: «Proactive feedbacks thanks to her great knowledge of audiovisual laws. Very accurate work».
«Excellent technical and legal skills. Very responsive».

Silvia Di Virgilio: «Excellent listening skills and creativity».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS										TMT PRACTICE AREAS			
		Patents	Trademarks	Copyright	Design/Art	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law	Information Technology	Media	Telecommunications	Privacy
Claudia Roggero	B			✓	✓		✓		✓	✓		✓	✓	✓	
Valentina Mayer	B			✓	✓		✓		✓	✓		✓	✓	✓	✓
Silvia Di Virgilio	B		✓					✓	✓	✓		✓			✓

*summary of interviews with clients

DANDI - DIRITTO D'AUTORE E INDUSTRIALE

HEAD OF IP&TMT DEPARTMENT

CLAUDIA ROGGERO (photo), **SILVIA DI VIRGILIO, VALENTINA MAYER**

3	-	-	6
33,3% Partners	- Associates	- Counsels	66,7% Trainees

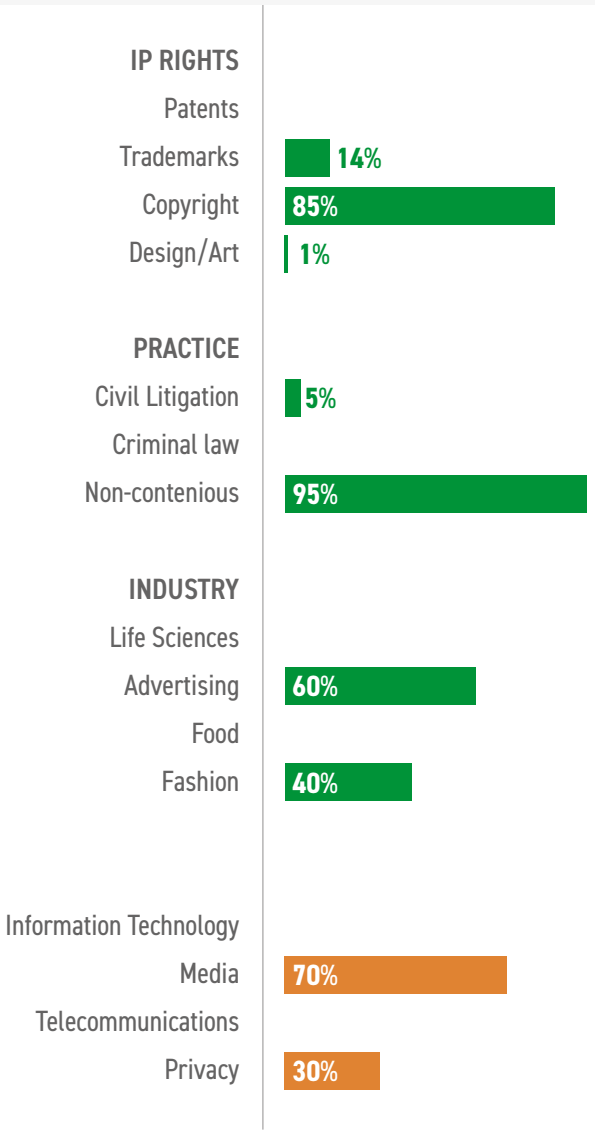
NAMES OF PARTNERS

Claudia Roggero, Silvia Di Virgilio, Valentina Mayer

THE FIRM'S STRENGTHS*

1. expertise and practice in all IP and TMT related matters with a strong focus and expertise on copyright law;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. cost-effective assistance.

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



IP&TMT ACTIVITIES	100 %

*according to clients and market observers

DANDI - DIRITTO D'AUTORE E INDUSTRIALE

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Trademarks	B	2 • 22,2%	1 • 33,3%	Silvia Di Virgilio
Copyright	A	4 • 44,4%	2 • 66,6%	Claudia Roggero, Valentina Mayer
Design/Art	B	2 • 22,2%	2 • 66,6%	Claudia Roggero, Valentina Mayer
Advertising	B	2 • 22,2%	2 • 66,6%	Claudia Roggero, Valentina Mayer
Food	C	2 • 22,2%	2 • 66,6%	Silvia di Virgilio
Fashion	B	4 • 44,4%	3 • 100%	Silvia Di Virgilio, Claudia Roggero, Valentina Mayer
Civil Litigation	B	6 • 66,6%	3 • 100%	Silvia Di Virgilio, Claudia Roggero, Valentina Mayer
Information Technology	C	5 • 55,5%	3 • 100%	Claudia Roggero, Silvia Di Virgilio, Valentina Mayer
Media	A	3 • 33,3%	2 • 66,6%	Claudia Roggero, Valentina Mayer
Telecommunications	C	4 • 44,4%	2 • 66,6%	Claudia Roggero, Valentina Mayer
Privacy	B	3 • 33,3%	2 • 66,6%	Silvia Di Virgilio, Valentina Mayer

The lawyers may have an active role in different practice areas.

US cinema production company

TYPE OF MATTER
IP – copyright – TMT - Media

LEAD PARTNER
Claudia Roggero

COUNTERPARTY
-

Advising a relevant US cinema and TV production company for a TV series: drafting all the contracts for talents, musicians and authors and the agreements for the acquisition of the music (original and not original).

VOD platform

TYPE OF MATTER
IP – Copyright - TMT – Media - Privacy

LEAD PARTNER
Valentina Mayer

COUNTERPARTY
-

Legal advice on all legal and regulatory aspects of the VOD (Video On Demand) platform that will be launched in 2018 and will be available to viewers in several countries (EU countries and non-EU countries), drafting a standard agreement for the acquisition of contents, terms of use and privacy policy for the platform.

Other clients: Spamflix LDA – VOD platform, Stategia Digitale, Stilluce s.n.c., Bamboo Studio and other Italian and foreign film production and distribution companies

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DE BERTI JACCHIA FRANCHINI FORLANI

RANKING	
Directories average	legalcommunity
C-	B-

The **IP Team** is coordinated with the firm's other practice areas (in particular the Tax Team for several "Patent Box" cases) in order to deliver to the clients a seamless, fully integrated service. The firm's mainstream lines of work are defending luxury brands and defending patent medicines belonging to big pharma originators.
In 2017, the firm witnessed an increase in consultations in the field of protection of IP rights in internet and e-commerce, as well as on labelling, online advertising and marketing compliance, protection of packaging, etc....
As for the **TMT practice**, over the last years, the firm, in particular Partner Giovanna Bagnardi, developed a new line of activity in the IT and Media industry.

MARKET FEEDBACK ON THE FIRM*

«We have been working with the firm for 9 years now and we chose them due to their reputation as experienced and excellent IP lawyers. Their service is first class and they are very competent. They are very knowledgeable and very prompt in providing answers».

«The firm has highly skilled attorneys with considerable expertise in copyright and media matters».

«They have recently helped us greatly in a trademark case for one of our largest clients. Competent and hard-working team: technical skills, global presence, availability and prompt feedback. Strong reputation in the legal market».

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Maria Cristina Franchini: «We have recently worked with her with great success in a 10 years long trademarks dispute, which resulted in a favourable outcome for a long-standing key client of our firm. She is extremely reliable and responsive».

Matteo Biondetti: «Technical knowledge and specific competences, availability 24/7 and prompt feedback».

Roberto Jacchia and **Giovanna Bagnardi:** «I was impressed by the breadth of their knowledge and expertise as well as their consummate professionalism».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS										TMT PRACTICE AREAS			
		Patents	Trademarks	Copyright	Design/Art	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law	Information Technology	Media	Telecommunications	Privacy
Roberto A. Jacchia	A	✓				✓				✓					
Matteo Biondetti	B	✓	✓		✓					✓					
Maria Cristina Franchini	B	✓	✓			✓			✓	✓					
Giovanna Bagnardi	C		✓	✓	✓			✓				✓	✓	✓	✓
Silvia Doria	C	✓				✓				✓		✓	✓	✓	✓

*summary of interviews with clients

DE BERTI JACCHIA FRANCHINI FORLANI

HEAD OF IP&TMT DEPARTMENT

ROBERTO A. JACCHIA

5	7	1	-
38,4%	53,8%	7,6%	-
Partners	Associates	Counsels	Trainees

NAMES OF PARTNERS

Roberto A. Jacchia, Maria Cristina Franchini, Silvia Doria, Matteo Biondetti, Giovanna Bagnardi

NOTABLE LAWYERS ACCORDING TO THE FIRM

Giulia Beneduci (Associate): "She has extensive expertise in patents, trademarks, designs, copyright, domain names and trade secrets".

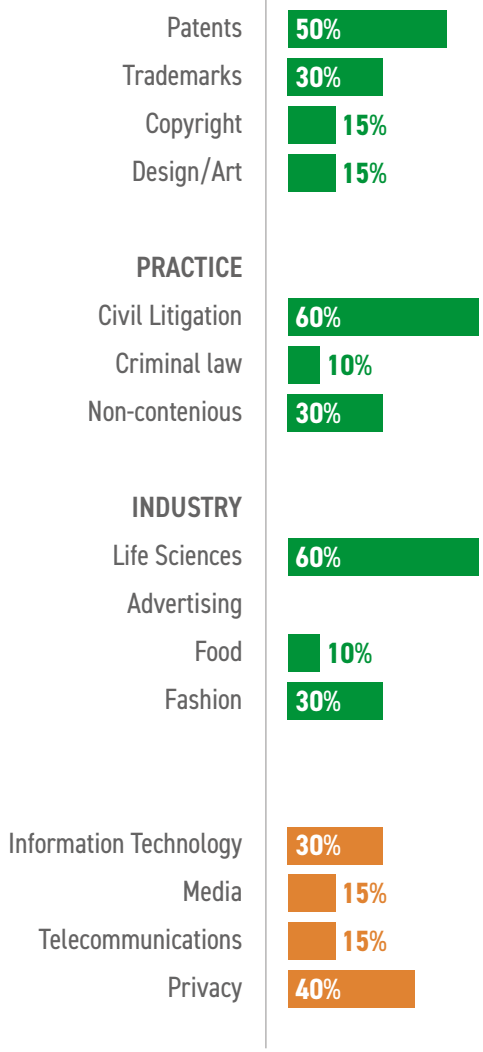
HIRES IN THE LAST 12 MONTHS 1

NAME. **Oksana Oleneva (Associate)**
JOINED FROM. **Studio La Scala**

THE FIRM'S STRENGTHS*

1. expertise and practice in all Copyright, Entertainment Law and Media Law matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. multidisciplinary team able to offer a complete range of services.

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



IP&TMT ACTIVITIES	15 %

*according to clients and market observers

DE BERTI JACCHIA FRANCHINI FORLANI

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	A	5 • 38,4%	4 • 80%	Roberto A. Jacchia, Maria Cristina Franchini, Silvia Doria, Matteo Biondetti
Trademarks	A	4 • 30,7%	3 • 60%	Maria Cristina Franchini, Matteo Biondetti, Giovanna Bagnardi
Copyright	C	3 • 23%	1 • 20%	Giovanna Bagnardi
Design	A	2 • 15,3%	2 • 40%	Matteo Biondetti, Giovanna Bagnardi
Life Sciences	A	NUMBER VARIES	3 • 60%	Roberto A. Jacchia, Maria Cristina Franchini, Silvia Doria
Food	B	NUMBER VARIES	1 • 20%	Giovanna Bagnardi
Fashion	A	NUMBER VARIES	2 • 40%	Maria Cristina Franchini, Davide Gambillara
Civil Litigation	B	NUMBER VARIES	4 • 80%	Roberto A. Jacchia, Maria Cristina Franchini, Silvia Doria, Matteo Biondetti
Criminal law	C	NUMBER VARIES	2	Bruno Rossini, Vittorio Poli
Information Technology	B	5 • 38,4%	1 • 20%	Giovanna Bagnardi
Media	B	5 • 38,4%	1 • 20%	Giovanna Bagnardi
Telecommunications	C	5 • 38,4%	1 • 20%	Giovanna Bagnardi
Privacy	B	5 • 38,4% + 1	1 • 20% + 1	Giovanna Bagnardi + Bridget Ellison

The lawyers may have an active role in different practice areas.

Rolex

TYPE OF MATTER
IP – Trademarks - Design

LEAD PARTNER
Roberto A. Jacchia, Matteo Biondetti

COUNTERPARTY
Studio Notaristefano

Assisting and representing on a continuous basis ROLEX SA and its Italian subsidiary ROLEX ITALIA SpA towards importers and Internet service providers, online platforms, marketplaces and social networks in cases of infringement or misappropriation of its domain names and unlawful operation of websites in Russia in cases of infringement or misappropriation of its domain names and unlawful operation of websites.

Staedtler Mars GmbH & Co.

TYPE OF MATTER
IP – Advertising /TMT – IT, Privacy

LEAD PARTNER
Giovanna Bagnardi, Matteo Biondetti

COUNTERPARTY
-

Assisting this leading technology German multinational company in the setting up of its retail e-commerce shop in Italy and supervising all aspects related to consumer law, privacy law and relationship with consumers, as well as online advertising and marketing.

Rivolta e Carmignani

TYPE OF MATTER
IP

LEAD PARTNER
Roberto A. Jacchia

COUNTERPARTY
-

Assisting and representing Rivolta & Carmignani SpA, an old-established Italian producer of top bed, bath and table linens to luxury hotels and restaurants in the world, in relation to the analysis and renegotiation of a licence contract (as licencee) of world-famous PRATESI brand.

Other clients: Frame La Brands, Several, IKN Italy - Institute of Knowledge & Networking, Optimo Next

DE VERGOTTINI

LAW FIRM | TMT DEPARTMENT | PRACTICE AREAS | CLIENTS

RANKING*

Directories average	legalcommunity
-	B+

De Vergottini assists its clients on administrative matters concerning the Media sector.
The firm assists the broadcasting operators, mostly on the profiles connected to the building up of their communication network, the management of radio and television transmission plants and in the field of telephony.
The firm has specific experience and expertise on the development of the terrestrial DTV broadcasting, and on the policy of the services convergence in the domain of electronic communications.

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	TMT PRACTICE AREAS				Other notable lawyers according to market sources
		Information Technology	Media	Telecommunications	Privacy	
Giuseppe De Vergottini	AA		✓			-
Giovanni De Vergottini	A		✓			
Marco Petitto	B		✓			
Riccardo de Vergottini	B		✓			

*ranking is refered to Media sector

DE VERGOTTINI

HEAD OF TMT DEPARTMENT

GIUSEPPE DE VERGOTTINI

THE FIRM'S STRENGTHS*

1. expertise and practice in the Media field;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. cost-effective assistance.

4	2	-	2
50% Partners	25% Associates	- Counsels	25% Trainees

NAMES OF PARTNERS

Giuseppe de Vergottini, Giovanni de Vergottini, Marco Petitto, Riccardo de Vergottini

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS

Information Technology	
Media	100%
Telecommunications	
Privacy	

TMT ACTIVITIES	30-35 %

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Media	A	8 • 100%	4 • 100%	Giuseppe de Vergottini, Giovanni de Vergottini, Marco Petitto, Riccardo de Vergottini

*according to clients and market observers - The lawyers may have an active role in different practice areas.

Rai Radiotelevisione Italiana SpA — € 300 mln*

TYPE OF MATTER
TMT – Media

LEAD PARTNERS
Giuseppe de Vergottini, Marco Petitto

COUNTERPARTY
Persidera, Elettronica Industriale, Ministry of Economic Development, Authority for Communications Guarantees and others

Litigation in front of the Court of Justice of the EU and State Council (pending) concerning the beauty contest for the assignment of frequencies and for the allocation of the frequency band.

Arnoldo Mondadori Editore SpA

TYPE OF MATTER
TMT – Media regulatory

LEAD PARTNER
Riccardo de Vergottini

COUNTERPARTY
Antitrust Authority

Legal advice on regulatory matters concerning the undertakings connected with the acquisition of RCS Libri SpA; the deal allows the Mondadori Group to invest in the growth of the Italian book market.

Rai Way SpA

TYPE OF MATTER
TMT - Telecommunications

LEAD PARTNERS
Giovanni de Vergottini, Marco Petitto

COUNTERPARTY
Telecom Italia, Fastweb, Huawei

Providing legal advice on the agreements entered between Telecom Italia, Fastweb and Huawei for the joint participation to the call for tenders started by the Ministry of Economic Development concerning the 5G Action Plan.

Other clients: Mondadori Electa SpA, companies of Rai Group and other media companies.

*claim for damages of media company Persidera

DENTONS

RANKING

Directories average	legalcommunity
-	B+

The IP team provides assistance on the broadest range of IP and Technology related issues, including patents, designs, trademarks, copyright and unfair competition matters. The team has developed a specific focus on home furniture, fashion and food.
Dentons has a strong reputation in managing license agreements and distribution strategies.
In 2017, Dentons' work on IP focused a lot on litigation, especially Design, Trademarks and new patent cases.

NEWS

Dentons has recently decided to develop the TMT practice: on April 2018 Dentons appointed **Giangiacomo Olivi**, one of the best lawyers in the TMT sector, as new Partner in the IP & Technology department and as Co-Head Technology Media and Telecommunications (TMT) Europe as well as Head Data Privacy Europe.
Giangiacomo Olivi joined from DLA Piper, along with Senior Counsel **Saverio Cavalcanti** and **Francesco Armaroli**. **Cristina Mura** also joined the new TMT team from Portolano Cavallo.

MARKET FEEDBACK ON THE FIRM*

«We have a long time collaboration with Giovanni Casucci who is now in charge of the IP department in Dentons Italy. Excellent international network. They should increase the IP team in Italy to become more efficient».

«Excellent firm and business relationship. The team is extremely serious and professional. Reactiveness and innovation are the firm's strengths».

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Giovanni Francesco Casucci: «He is one of the leading lawyers in Italy and Europe with regard to the IP matter. He has an extensive practice and experience in the IP field and knows very well our business, needs and requests. He has a pragmatic and commercial approach».
«He is an excellent lawyer: very prepared, available and proactive. He truly understands the necessities of our company».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK

	Ranking	IP PRACTICE AREAS									
		Patents	Trademarks	Copyright	Design/Art	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law
Giovanni Francesco Casucci	A	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Other notable lawyers according to market sources	**Claudio Giammarino** (Counsel)										

*summary of interviews with clients

DENTONS

HEAD OF IP DEPARTMENT

GIOVANNI FRANCESCO CASUCCI

1	5	-	-
16,6%	83,4%	-	-
Partners	Associates	Counsels	Trainees

NAMES OF PARTNERS

Giovanni Francesco Casucci

HIRES IN THE LAST 12 MONTHS 4

NAME. **Giangiacomo Olivi (Partner)**
JOINED FROM. **DLA Piper**

NAME. **Saverio Cavalcanti (Senior Counsel)**
JOINED FROM. **DLA Piper**

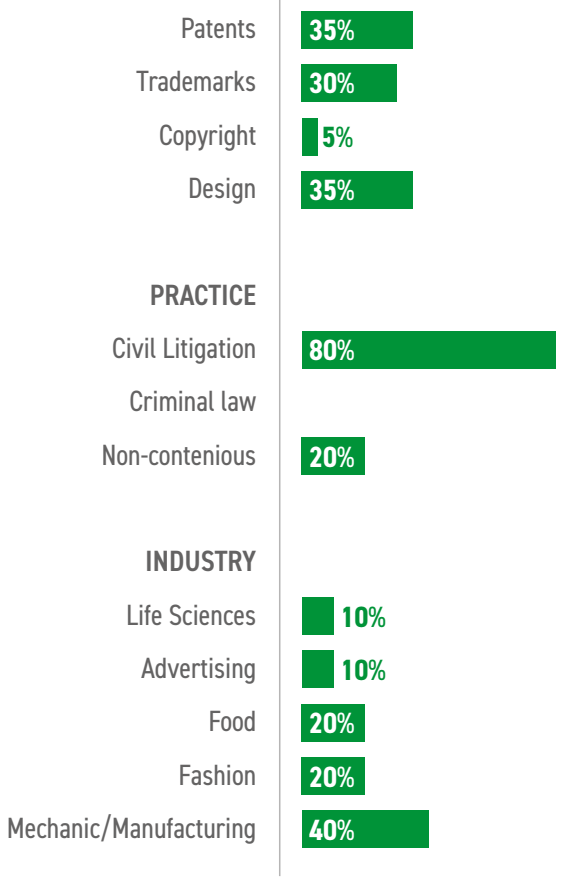
NAME. **Francesco Armaroli (Trainee)**
JOINED FROM. **DLA Piper**

NAME. **Cristina Mura (Trainee)**
JOINED FROM. **Portolano Cavallo**

THE FIRM'S STRENGTHS*

1. expertise and practice in all IP related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. multidisciplinary team able to offer a complete range of services in domestic and cross-border operations;
6. international network and strong presence in Italy.

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



IP ACTIVITIES	4 %

*according to clients and market observers

DENTONS

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	A	4 • 66,6%	1 • 100%	Giovanni Francesco Casucci
Trademarks	A	6 • 100%	1 • 100%	Giovanni Francesco Casucci
Copyright	A	6 • 100%	1 • 100%	Giovanni Francesco Casucci
Design/Art	A	6 • 100%	1 • 100%	Giovanni Francesco Casucci
Life Sciences	B	2 • 33,3%	1 • 100%	Giovanni Francesco Casucci
Advertising	B	2 • 33,3%	1 • 100%	Giovanni Francesco Casucci
Food	B	2 • 33,3%	1 • 100%	Giovanni Francesco Casucci
Fashion	A	6 • 100%	1 • 100%	Giovanni Francesco Casucci
Civil Litigation	A	6 • 100%	1 • 100%	Giovanni Francesco Casucci

The lawyers may have an active role in different practice areas.

Thun — € 500.000

TYPE OF MATTER
IP - Design - Copyright

LEAD PARTNER
Giovanni Francesco Casucci

COUNTERPARTY
-

Assisting Thun, an Italian leading company in the home furniture sector, in a case brought against a competitor that produced the same decorative objects copying its original designs. After the decision of the Italian Supreme Court the case is now pending for a new appeal. This is the most significant Italian Supreme Court decision after the implementation of the Directive 1998 on Design protection evaluating the protectability of a decorative serial design by copyright. The Supreme court adopted the Court of Milan position, reverting both the decisions of first and second degree issued by the Tribunal and Court of Appeal of Venice (appeal level). This case is considered a milestone decision.

Panotec — € 500.000

TYPE OF MATTER
IP - Patents

LEAD PARTNER
Giovanni Francesco Casucci

COUNTERPARTY
Studio Seno Francini Piovesana

Assisted Panotec (Italy's market leader in the production of packaging machines) in parallel proceedings of nullity and infringement which were brought before different Courts. The decision adopted in favour of Panotec by the Supreme Court, reverted the previous 10 years approach, stating that the nullity proceeding (which usually takes longer than the infringement proceedings) binds the infringement decision. This case is considered a milestone decision.

Diesel — € 500.000

TYPE OF MATTER
IP - Design Unfair Competition Litigation

LEAD PARTNER
Giovanni Francesco Casucci

COUNTERPARTY
-

Assisting Diesel in a design unfair competition litigation against Zara Italy and Zara Group before the Court of Milan.

Other clients: Morellato and other Italian and foreign companies of different industry sectors.

DIKE LEGAL

RANKING

Directories average	legalcommunity
–	B-

NEWS

In 2017 this boutique IP&TMT law firm has continued to expand with the transfer of founding Partner, **Maria Francesca Quattrone**, in Milan and the appointment of new Partner **Giovanni Musitano** and of **Sabrina Salmeri** as Of Counsel.

MARKET FEEDBACK ON THE FIRM*

«We started working with this firm since its founding. Excellent firm, excellent business relationship: constant updates and instant feedbacks. The firm's strengths: specialized expertise, accuracy, knowledge and willingness. Extraordinary quality/price ratio».

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Maria Francesca Quattrone: «Accurate and exhaustive. Her strengths: passion for her job, willingness, effectiveness, total dedication to client's success».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK

		IP PRACTICE AREAS										TMT PRACTICE AREAS			
	Ranking	Patents	Trademarks	Copyright	Design/Art	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law	Information Technology	Media	Telecommunications	Privacy
Maria Francesca Quattrone	B	✓	✓	✓	✓	✓	✓	✓	✓	✓					

*summary of interviews with clients

DIKE LEGAL

HEAD OF IP&TMT DEPARTMENT

MARIA FRANCESCA QUATTRONE
(Milano and Rome offices),

MAURIZIO SPINA
(Reggio Calabria office)

3	1	4	3
27,3% Partners	9,1% Associates	36,3% Counsels	27,3% Trainees

NAMES OF PARTNERS

Maria Francesca Quattrone, Maurizio Spina, Giovanni Musitano

HIRES IN THE LAST 12 MONTHS 3

NAME. **Giovanni Musitano (Partner)**
JOINED FROM. **Waluelegal**

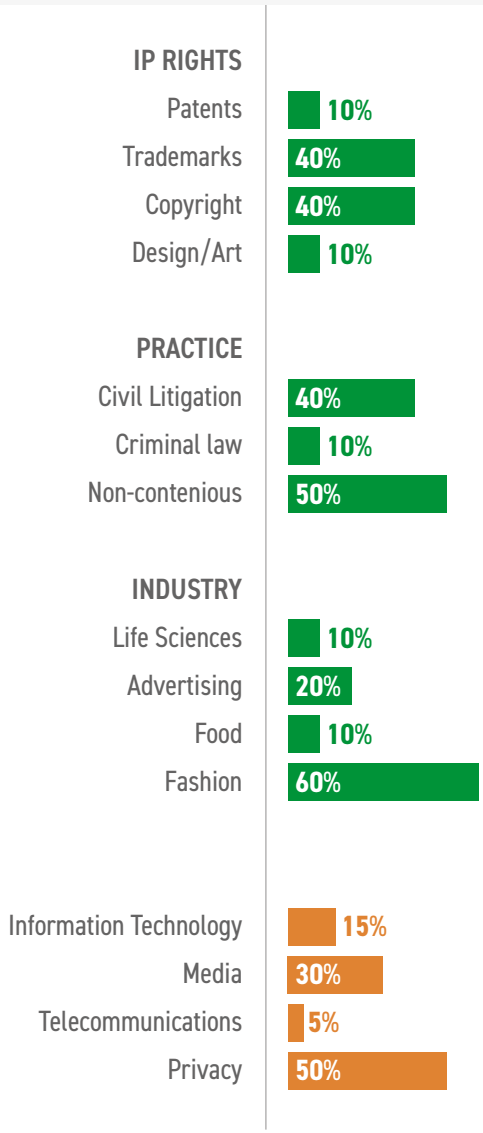
NAME. **Sabrina Salmeri (Of Counsel)**

NAME. **Antonio Racano (Trainee)**
JOINED FROM. **DLA Piper Law Firm**

THE FIRM'S STRENGTHS*

1. expertise and practice in all Copyright, Entertainment Law and Media Law matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. cost-effective assistance.

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



IP&TMT ACTIVITIES **80 %**

*according to clients and market observers

DIKE LEGAL

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	C	NUMBER VARIES	2 • 66,6%	Maria Francesca Quattrone, Giovanni Musitano
Trademarks	C	NUMBER VARIES	1 • 33,3%	Maria Francesca Quattrone
Copyright	A	NUMBER VARIES	1 • 33,3%	Maria Francesca Quattrone
Design	C	NUMBER VARIES	2 • 66,6%	Maria Francesca Quattrone, Giovanni Musitano
Life Sciences	C	NUMBER VARIES	1 • 33,3%	Maria Francesca Quattrone
Advertising	B	NUMBER VARIES	2 • 66,6%	Maria Francesca Quattrone, Giovanni Musitano
Food	B	NUMBER VARIES	1 • 33,3%	Maria Francesca Quattrone
Fashion	B	NUMBER VARIES	2 • 66,6%	Maria Francesca Quattrone, Giovanni Musitano
Civil Litigation	B	NUMBER VARIES	2 • 66,6%	Maria Francesca Quattrone, Giovanni Musitano
Criminal law	C	NUMBER VARIES	1 • 33,3%	Maurizio Spina
Information Technology	C	NUMBER VARIES	1 • 33,3%	Maria Francesca Quattrone
Media	C	NUMBER VARIES	1 • 33,3%	Maria Francesca Quattrone
Telecommunications	C	NUMBER VARIES	1 • 33,3%	Maria Francesca Quattrone
Privacy	B	NUMBER VARIES	1 • 33,3% + 1	Maria Francesca Quattrone + Sabrina Salmeri

The lawyers may have an active role in different practice areas.

Internet Bookshop Italia S.r.l.

TYPE OF MATTER
IP&TMT – Copyright, Advertising, Privacy

LEAD PARTNER
Maria Francesca Quattrone

COUNTERPARTY
-

Assisting in the relaunch, marketplace development of the website; assistance on GDPR and IT/Privacy compliance related matters.

Every Child Is My Child ONLUS

TYPE OF MATTER
IP&TMT – Copyright – Advertising - Media

LEAD PARTNER
Maria Francesca Quattrone

COUNTERPARTY
-

360 assistance in the launching of "Every Child Is My Child", the first project association with over 100 artists (actors, singers, musicians etc...) i.e.: website compliance, drafting contracts with Salani Editore for a charity project, recognition of the status of non-profit organization.

Brand Id S.r.l.

TYPE OF MATTER
IP

LEAD PARTNER
Maria Francesca Quattrone

COUNTERPARTY
-

Legal advice in the constitution of a newco in the UK and analysis of related Brexit-related impact on the deal.

Other clients: Hewlett Packard Italiana S.r.l., TUMATAUENGA S.r.l. and other Italian and foreign companies of different industry sectors

SAVE **THE DATE**

legalcommunity week

11-15.06.2018 • Milan

Corporate MUSIC contest

13.06.2018 • Milan

Corporate 2018 Awards by legalcommunity

14.06.2018 • Milan

LC DIVERSITY AWARDS 2018

05.07.2018 • Milan

legalcommunity Italian Awards

12.07.2018 • Rome

Labour 2018 Awards by legalcommunity

01.10.2018 • Milan

inhousecommunity Awards

15.10.2018 • Milan

foodcommunity Awards

29.10.2018 • Milan

financecommunity Awards

19.11.2018 • Milan

2018 savethebrand by LC Publishing Group

27.11.2018 • Milan

inhousecommunity Awards TICINO 2018

13.12.2018 • Switzerland

Energy 2019 Awards by legalcommunity

31.01.2019 • Milan

Finance 2019 Awards by legalcommunity

21.02.2019 • Milan

Tax 2019 Awards by legalcommunity

21.03.2019 • Milan

IP & TMT 2019 Awards by legalcommunity

13.05.2019 • Milan

For further information: francesca.daleo@lcpublishinggroup.it • martina.greconaccarato@lcpublishinggroup.it • +39 02 84243870

DLA PIPER

RANKING	
Directories average	legalcommunity
B+	A

The **TMT department** has become a point of reference for the whole internet industry and DLA is considered the leading firm in regulatory development: the team has assisted, among others, the European Commission on cloud-computing and e-commerce, as well as a number of clients in Digital Single Market European consultations.
In 2017 the **IP practice** recorded a significant growth in terms of activities and consolidated its presence within the market with new services, in particular the firm Filing & Prosecution Practice, which will strategically manage the trademarks and design portfolios of its clients.

MARKET FEEDBACK ON THE FIRM*

«I've been working with them for 7 years. The firm has handled various matters, both legal proceedings and out-of-court procedures (concerning patents and trademarks). It is an exceptional firm: I rely on this firm heavily and without hesitation».

«High quality firm and timely support. Availability, technical skills and expertise, responsiveness. They are professional, fast and always ready to understand our needs and business goals».

«The most valuable strength of this firm is the passion and in-depth knowledge of TMT and copyright legal issues. They also are very well-regarded before the Italian Communications Regulatory Authority»

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Giangiacomo Olivi**: «Excellent, both in terms of quality and timing». «He is no doubt a star. He always came up with solutions that made a difference. He combines creativity and unlimited energies».

Gualtiero Dragotti: «Excellent work. Professional, clever and prepared».

Roberto Valenti: «He is an excellent lawyer to work with, responsive, pragmatic, detail-oriented, down to earth and to the point. I appreciate his human contact».

Alessandro Boso Caretta: «Strong legal background combined with business acumen, sector expertise and flexibility to adapt to the client's needs».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS										TMT PRACTICE AREAS			
		Patents	Trademarks	Copyright	Design	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law	Information Technology	Media	Telecommunications	Privacy
Giangiacomo Olivi**	AA											✓	✓	✓	✓
Gualtiero Dragotti	A	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓		
Roberto Valenti	A	✓	✓				✓	✓	✓	✓			✓		
Alessandro Boso Caretta	B									✓		✓	✓		✓
Giulio Coraggio	B													✓	
Alessandro Ferrari	B														✓
Other notable lawyers according to market sources	**Sara Balice** (Senior Associate): "A promising IP&TMT lawyer", **Elena Varese** (Associate), **Saverio Cavalcanti** (Senior Counsel), **Alessandro Ferrari** (Lead Lawyer)														

*summary of interviews with clients - ** In April 2018, Giangiacomo Olivi joined Dentons, along with Senior Counsel Saverio Cavalcanti.

DLA PIPER

HEAD OF IP DEPARTMENT

GUALTIERO DRAGOTTI, ROBERTO VALENTI (photo)

HEAD OF TMT DEPARTMENT

GIANGIACOMO OLIVI**

5	7	1	7
25% Partners	**35%** Associates	**5%** Counsels	**35%** Trainees

NAMES OF PARTNERS

Giangiacomo Olivi**, Gualtiero Dragotti, Roberto Valenti, Giulio Coraggio, Alessandro Boso Caretta

THE FIRM'S STRENGTHS*

1. expertise and practice in all IP and TMT related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. multidisciplinary team able to offer a complete range of services in domestic and cross-border operations;
6. international network and strong presence in Italy.

HIRES IN THE LAST 12 MONTHS 6

NAME. **Rosati Elisa (Lawyer)**
JOINED FROM. **Studio Legale Grimaldi**

NAME. **Perotti Chiara (Lawyer)**

NAME. **Mosci Ludovica (Trainee)**

NAME. **Fia Tommaso (Trainee)**

NAME. **Ricci Tommaso (Trainee)**

NAME. **Armaroli Francesco (Trainee)**

*according to clients and market observers - ** In April 2018, Giangiacomo Olivi joined Dentons, along with Senior Counsel Saverio Cavalcanti.

DLA PIPER

NOTABLE LAWYERS ACCORDING TO THE FIRM

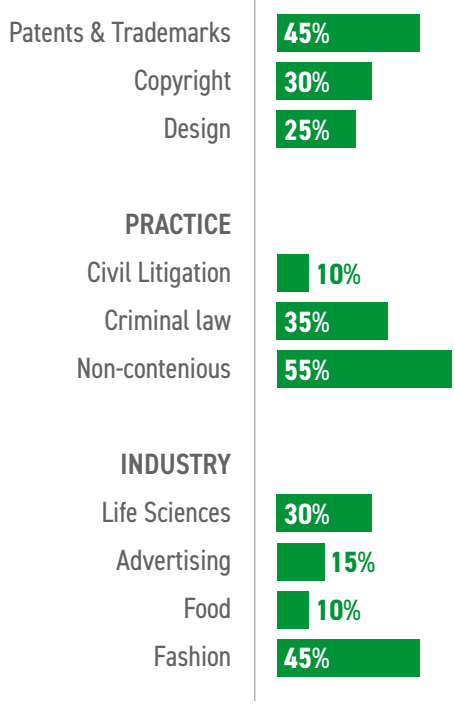
Sara Balice (Senior Associate): "She is specialized in contentious and non-contentious intellectual property, unfair competition and advertising matters. Sara provides full assistance to major International and Italian clients operating in the life sciences, fashion and retail, food and beverage, technology and media sectors. She also assists a wide number of clients active in the fashion and retail industry sector."

Elena Varese (Associate): "She has gained extensive experience in contentious and non-contentious Intellectual Property, Fashion Law, unfair competition and advertising matters. Elena has gained a strong experience in the regulation of the wine industry, geographical indications and the issue of Italian sounding".

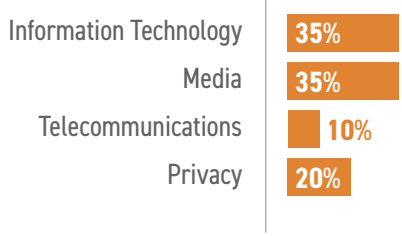
Alessandro Ferrari (Associate): "He specialises in all TMT areas, with a strong focus on IT (specifically within the financial, insurance and FinTech segments) and media. Alessandro played a key role in the Unicredit Outsourcing as well as in many other outsourcing projects".

Saverio Cavalcanti (Senior Counsel): "Saverio managed what can be considered the biggest media project in 2017. He also combines media and copyright knowledge with new technologies and data expertise, making him a unique TMT lawyer. He leads some of the most complex GDPR-compliance projects in the Italian market, advising top fashion coutures and bank / insurance undertakings".

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



IP ACTIVITIES	7 %

TMT ACTIVITIES	7 %

DLA PIPER

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	A	10 • 50%	3 • 60%	Gualtiero Dragotti, Roberto Valenti, Giangiacomo Olivi*
Trademarks	A	10 • 50%	3 • 60%	Gualtiero Dragotti, Roberto Valenti, Giangiacomo Olivi*
Copyright	A	10 • 50%	3 • 60%	Gualtiero Dragotti, Roberto Valenti, Giangiacomo Olivi*
Design	A	7 • 35%	2 • 40%	Gualtiero Dragotti, Roberto Valenti
Life Sciences	A	10 • 50%	4 • 80%	Gualtiero Dragotti, Roberto Valenti, Giangiacomo Olivi*, Giulio Coraggio
Advertising	A	10 • 50%	4 • 80%	Gualtiero Dragotti, Roberto Valenti, Giangiacomo Olivi*, Giulio Coraggio
Food	A	10 • 50%	4 • 80%	Giangiacomo Olivi*, Gualtiero Dragotti, Roberto Valenti,Giulio Coraggio
Fashion	A	10 • 50%	4 • 80%	Giangiacomo Olivi*, Gualtiero Dragotti, Roberto Valenti,Giulio Coraggio
Civil Litigation	A	10 • 50%	3 • 60%	Gualtiero Dragotti, Roberto Valenti, Alessandro Boso Caretta.
Criminal law (White Collar Crime department)	-	10	3 • 60%	Raffaella Quintana, Antonio Carino and Antonio Martino
Information Technology	A	11 • 55%	3 • 60% + 1	Giangiacomo Olivi*, Giulio Coraggio, Gualtiero Dragotti + Alessandro Ferrari (Lead Lawyer)
Media	A	15 • 75%	5 • 100% + 1	Giangiacomo Olivi*, Alessandro Boso Caretta, Giulio Coraggio, Gualtiero Dragotti, Roberto Valenti + Alessandro Ferrari (Lead Lawyer)
Telecommunications	A	9 • 45%	3 • 60%	Giangiacomo Olivi*, Alessandro Boso Caretta, Giulio Coraggio
Privacy	A	7 • 35%	2 • 40% + 1	Giangiacomo Oliv*i, Giulio Coraggio + Alessandro Ferrari (Lead Lawyer)

The lawyers may have an active role in different practice areas - * In April 2018, Giangiacomo Olivi joined Dentons, along with Senior Counsel Saverio Cavalcanti.

Alpinestars

TYPE OF MATTER
IP - Patent litigation

LEAD PARTNER
Gualtiero Dragotti

COUNTERPARTY
Dainese

Assisted Alpinestars in relation to a multi-jurisdiction patent litigation concerning motorcycle air-bag technologies against Dainese. Alpinestars obtained a very significant success in a preliminary injunction proceedings before the court of Venice. Recently the dispute was extended to France, UK, Italy and Germany; all the proceedings and teams are coordinated from Italy. The outcome of this dispute is extremely relevant both in terms of economic value and in terms of the outcome on the future of the industry: this dispute will ultimately decide the fate of motorbike users protection.

Unicredit

Over € 1,5 bn

TYPE OF MATTER
TMT - IT

LEAD PARTNER
Giangiacomo Olivi

COUNTERPARTY
SIA

Assisting the client in the disposal of its IT division and subsequent outsourcing of the business services to SIA, with a 10 year long agreement for the supply of processing services of debit card, credit card and prepaid card transactions as well as the management of all POS and ATMs. This was the largest outsourcing transaction in Italy in 2017 and was crucial for the Unicredit group as it generated a profit which had an extremely positive impact on the group's accounts.

Audiweb

TYPE OF MATTER
TMT - Media

LEAD PARTNER
Giangiacomo Olivi

COUNTERPARTY
-

Advising Audiweb in the "Audiweb 2.0" project, the new online mobile and in-app audiovisual and editorial content measurement service as well as new online currency (the first example in Europe) merging traditional media and social media. This is a groundbreaking matter, as it sets up new way of measuring audiences, and requested a number of agreements, including Facebook, and negotiations with increase revenues generated by the digital sector, with a positive impact also on the country's GDP.

Other clients: Franklin & Marshall S.r.l., Ty Inc., SPM, Assicurazioni Generali, Agos Ducato, Porsche / Tesla Daimler

EVERSHEDS SUTHERLAND

RANKING

NEW

Directories average	legalcommunity
–	B-

IP practice

The team has extensive experience in all aspects of intellectual property:

- strategic alliances, including licensing, R&D collaborations and joint ventures;
- dispute management, including alternative dispute resolution procedures;
- intellectual property issues in corporate transactions;
- website and Internet related issues together with our e-Commerce team colleagues.

TMT practice

The firm offers a full range of services related to privacy and data protection and media issues. The team also assists Italian and foreign operators in all aspects of their telecoms activity, in particular for contractual and regulatory matters".

THE FIRM'S STRENGTHS*

1. expertise and practice in all IP and TMT related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. multidisciplinary team able to offer a complete range of services in domestic and cross-border operations;
6. international network and strong presence in Italy.

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS										TMT PRACTICE AREAS			
		Patents	Trademarks	Copyright	Design/Art	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law	Information Technology	Media	Telecommunications	Privacy
Beatrice Bigonzi	B	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓		
Andrea Zincone	B			✓			✓			✓		✓	✓	✓	✓
Alessandro Greco	B											✓	✓	✓	

*according to clients and market observers

EVERSHEDS SUTHERLAND

HEAD OF IP DEPARTMENT

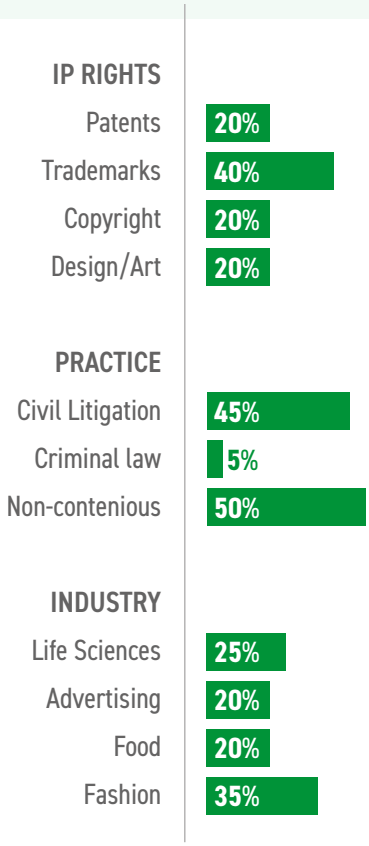
BEATRICE BIGONZI

2	4	1	-
28,5%	57,1%	14,2%	-
Partners	Associates	Counsels	Trainees

NAMES OF PARTNERS

Beatrice Bigonzi, Andrea Zincone

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



IP ACTIVITIES **2,5 %**

HEAD OF TMT DEPARTMENT

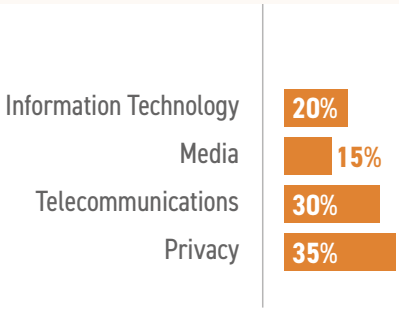
ALESSANDRO GRECO, ANDREA ZINCONE

2	4	-	-
33,3%	66,7%	-	-
Partners	Associates	Counsels	Trainees

NAMES OF PARTNERS

Alessandro Greco, Andrea Zincone

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



TMT ACTIVITIES **2,5 %**

EVERSHEDS SUTHERLAND

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	B	4 • 57,1%	1 • 50%	Beatrice Bigonzi
Trademarks	B	2 • 28,5%	1 • 50%	Beatrice Bigonzi
Copyright	B	4 • 57,1%	2 • 100%	Beatrice Bigonzi, Andrea Zincone
Design	C	2 • 28,5%	1 • 50%	Beatrice Bigonzi
Life Sciences	-	3 • 42,8%	1 • 50%	Beatrice Bigonzi
Advertising	C	4 • 57,1%	2 • 100%	Beatrice Bigonzi, Andrea Zincone
Food	C	4 • 57,1%	1 • 50%	Beatrice Bigonzi
Fashion	C	2 • 28,5%	1 • 50%	Beatrice Bigonzi
Civil Litigation	B	7 • 100%	2 • 100%	Beatrice Bigonzi, Andrea Zincone
Criminal law	-	1	-	-
Information Technology	C	3 • 42,8%	3 • 100%	Beatrice Bigonzi, Alessandro Greco, Andrea Zincone
Media	C	3 • 42,8%	3 • 100%	Beatrice Bigonzi, Alessandro Greco, Andrea Zincone
Telecommunications	C	3 • 42,8%	2 • 66,6%	Alessandro Greco, Andrea Zincone
Privacy	C	3 • 42,8%	1 • 33,3%	Andrea Zincone

The lawyers may have an active role in different practice areas.

FRESHFIELDS BRUCKHAUS DERINGER LLP

RANKING =

Directories average	legalcommunity
C	B+

In 2017 Freshfield worked intensively for consolidation, moves towards the 5G and the first actual steps in the IoT (internet of things) market; in particular the firm received several mandates involving IoT also as part its client's studies to launch automated cars.
Another key area of work last year (and this year) is data protection: many clients request assessments and advice to comply with the GDPR, the new regulation on data protection that will become fully operational in May 2018 and that will increase protection of individuals and fines in case of breaches.

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	TMT PRACTICE AREAS				Other notable lawyers according to market sources
		Information Technology	Media	Telecommunications	Privacy	
Luca Ulissi	B	✓	✓	✓	✓	-

FRESHFIELDS BRUCKHAUS DERINGER LLP

HEAD OF TMT DEPARTMENT

LUCA ULISSI

THE FIRM'S STRENGTHS*

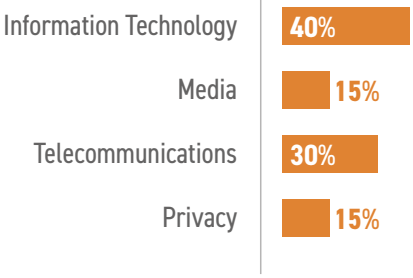
1. expertise and practice in all TMT related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. cost-effective assistance.

1+	5	-	2
12,5%	62,5%	-	25%
Partners	Associates	Counsels	Trainees

NAMES OF PARTNERS

Luca Ulissi + Fabrizio Arossa (Dispute Resolution), Tommaso Salonico (EU, regulatory and competition law), Gian Luca Zampa (EU, regulatory and competition law), Renato Paternollo (Tax), Nicola Asti (Corporate)

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



TMT ACTIVITIES **20 %**

*according to clients and market observers

FRESHFIELDS BRUCKHAUS DERINGER LLP

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Information Technology	B	7 • 87,5%	1 • 100%	Luca Ulissi
Media	B	3 • 37,5%	1 • 100%	Luca Ulissi
Telecommunications	A	NUMBER VARIES	1 • 100% + 1	Luca Ulissi + Tommaso Salonico (on competition- related issues)
Privacy	B	3 • 37,5%	1 • 100% + 1	Luca Ulissi + Luca Capone (on issues concerning Labour Law)

The lawyers may have an active role in different practice areas.

Paddy Power Betfair / Betfair Italia

TYPE OF MATTER
TMT – IT, Telecommunications, Privacy

LEAD PARTNER
Luca Ulissi

COUNTERPARTY
-

Assisting the Italian online gambling operator of the Betfair group on the evolving Italian online gambling regulation, relationship with the sector regulators, contractual/corporate issues, privacy law and relationship with the Italian data protection authority. Also assisting in the process for the renewal of their online gaming concessions.

Open Fiber S.P.A.

TYPE OF MATTER
TMT – Telecommunications

LEAD PARTNER
Tommaso Salonico

COUNTERPARTY
NCTM, Grimaldi, Cintioli, Bird & Bird

Advising Open Fiber S.P.A. in relation to the ongoing proceedings for an alleged violation of Article 101 TFEU started by the Italian Antitrust Authority (IAA) against Telecom Italia and Fastweb for having constituted a JV (Flash Fiber) that aims to build fibre-optic networks in FTTH architecture in Italy's 29 biggest cities. As a result a new investigative proceeding for abuse of dominant position has been opened by the Italian Antitrust Authority against Telecom.

Hutchison Holdings Ltd. (CKH)

TYPE OF MATTER
TMT – Telecommunications

LEAD PARTNERS
Luca Ulissi, Tommaso Salonico

COUNTERPARTY
-

Assisting CKH on a number of issues relating to the launch of the new company "Wind Tre" (operational since January 2017), as a result of the 50/50 merger of the two operational companies H3G S.p.A ("3") and Wind Telecomunicazioni S.p.A. (WIND). The joint venture that gave rise to Wind Tre is clearly the main transaction in the Italian telecoms sector in the last decade.

Other clients: RAI Radiotelevisione Italiana / Rai Way, Scientific Games (formerly Bally Technologies) / Bally Italy, Unicredit S.p.A.

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FTCC

RANKING	
Directories average	legalcommunity
–	B+

A well-established and experienced IP&TMT team, particularly in the area of advertising law:

- prior consultancy on campaigns and advertising and on packaging;
- litigation before the courts, the Advertising Self-Regulation Body, the Competition Authority as well as other administrative bodies;
- negotiation and drafting of advertising contracts".

In 2017, the firm experienced an increase of consulting activity related to digital advertising and marketing practices as well as an increase of activities related to trademarks protection through internet.

MARKET FEEDBACK ON THE FIRM*

«I chose to work with this firm because FTCC is rightly known as the most important law firm in Italy specialized in Advertising Law. Top quality firm - Great engagement - Top academic level knowledge with the broadest experience in the sector».

«The firms offers high services and they are strongly client-oriented and efficient. Proven skills on advertising law.

«Outstanding team. Very business-oriented, timely but accurate and efficient assistance in all IP related matters. The firm has also an excellent quality/cost ratio».

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Paolina Testa: «She continues to be the best advertising law attorney in the country, a reference point for the most important advertisers. Knowledge, experience and humility».
«She is extremely client-oriented and efficient».

Pierluigi Cottafavi: «Excellent quality work. He is very responsive and helpful in taking fast and informed decisions. Business oriented approach in all IP matters».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS										TMT PRACTICE AREAS			
		Patents	Trademarks	Copyright	Design/Art	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law	Information Technology	Media	Telecommunications	Privacy
Paolina Testa	A	✓	✓	✓	✓		✓	✓				✓	✓	✓	✓
Pierluigi Cottafavi	B		✓	✓			✓	✓	✓			✓	✓	✓	✓
Filippo Canu	B	✓	✓	✓	✓		✓		✓			✓	✓		

*summary of interviews with clients

FTCC

HEAD OF IP&TMT DEPARTMENT

PAOLINA TESTA (photo),
PIERLUIGI COTTAFAVI,
FILIPPO CANU

3	4	-	1
37,5% Partners	**50%** Associates	- Counsels	25% Trainees

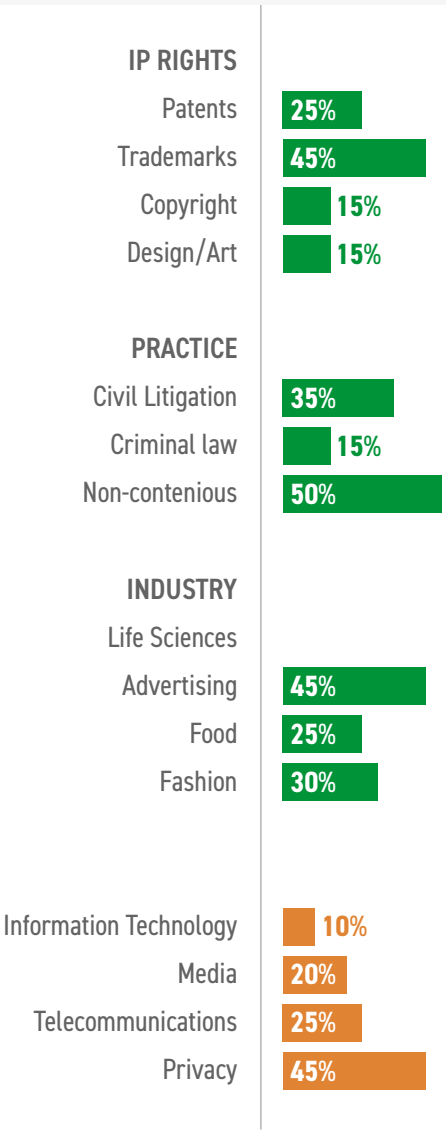
NAMES OF PARTNERS

Paolina Testa, Pierluigi Cottafavi, Filippo Canu

THE FIRM'S STRENGTHS*

1. expertise and practice in all IP and TMT related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. cost-effective assistance.

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



IP&TMT ACTIVITIES	80 %

*according to clients and market observers

FTCC

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	A	4 • 50%	2 • 66,6%	Filippo Canu, Paolina Testa
Trademarks	A	8 • 100%	3 • 100%	Pierluigi Cottafavi, Filippo Canu, Paolina Testa
Copyright	B	4 • 50%	3 • 100%	Paolina Testa, Pierluigi Cottafavi, Filippo Canu
Design	B	6 • 75%	2 • 66,6%	Paolina Testa, Filippo Canu
Advertising	A	5 • 62,5%	3 • 100%	Paolina Testa, Pierluigi Cottafavi, Filippo Canu
Food	B	4 • 50%	2 • 66,6%	Paolina Testa, Pierluigi Cottafavi
Fashion	B	5 • 62,5%	2 • 66,6%	Paolina Testa, Pierluigi Cottafavi
Civil Litigation	A	4 • 50%	1	Rosanna Bisegna
Criminal law	B	3 • 37,5%	1 • 33,3%	Filippo Canu
Information Technology	B	4 • 50%	3 • 100%	Paolina Testa, Pierluigi Cottafavi, Filippo Canu
Media	B	5 • 62,5%	3 • 100%	Paolina Testa, Pierluigi Cottafavi, Filippo Canu
Telecommunications	B	5 • 62,5%	2 • 66,6%	Paolina Testa, Pierluigi Cottafavi
Privacy	A	6 • 75%	2 • 66,6%	Paolina Testa, Pierluigi Cottafavi

The lawyers may have an active role in different practice areas.

Société des Produits Nestlé S.A., Nestlé Italiana S.p.A.

TYPE OF MATTER
IP - Civil Litigation

LEAD PARTNER
Paolina Testa

COUNTERPARTY
Lago Group S.p.A.

Assisting in the counterfeiting of three-dimensional trademark "Four fingers" (covering the shape of Kit Kat product) and counterclaim of invalidity. The question of validity of three-dimensional trademark "four fingers" has been raised, with different outcomes, before UE Judges (both General Court and Court of Justice) and UK Judges. The Italian judgement confirmed the validity of the trademark.

GMM S.p.A. and Breton S.p.A. — € 20 mln

TYPE OF MATTER
IP - Civil Litigation

LEAD PARTNER
Filippo Canu

COUNTERPARTY
Prussiani Engeneering S.r.l.

Assisting in a complex patent infringement/validity evaluation (n. 2 CTU and a PTO).

No limits International Investments SA — € 2,5 mln

TYPE OF MATTER
IP - Civil Litigation

LEAD PARTNER
Filippo Canu

COUNTERPARTY
EUIPO Board of Appeal – Morellato S.p.A.

Assisting in an action before the EU General Court against a EUIPO's Board of Appel invalidity decision following the significant mistakes occurred in BoA construing of some relevant EUTMR provision on relative ground of trademark invalidity and domestic (Italian) res judicata effect. The EUIPO BoA revoked ex officio its previous decision by acknowledging its errors and asked the General Court to dismiss the case.

Other clients: Vodafone Italia S.p.A. and other Italian and foreign companies of different industry sectors

GATTAI MINOLI AGOSTINELLI & PARTNERS

RANKING

Directories average	legalcommunity
–	B-

In 2017 the **IP team** mostly focused on trademarks infringement and counterfeit items importation, especially through e-commerce (fake) platforms and the abusive non-authorized use of domain names consisting of - or including - third parties' (often well-known) trademarks.

The **TMT trends** in 2017 can be summarized in four main areas: data protection, cybersecurity, innovation in payment services and blockchain-based technologies. This is a direct consequence of the recent reforms at EU-level, such as, for example, the General Data Protection Regulation (GDPR), the Payment Service Directive (PSD2) and the Directive on security of network and information systems (NIS). In particular, the adjustment process towards the full compliance with the GDPR requirements played a crucial role in the TMT sector in 2017.

MARKET FEEDBACK ON THE FIRM*

«Very professional and responsive team. Availability, proactivity, technical and communication skills are the firm's strengths».

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Licia Garotti: «Very good work. Competent, proactive and accessible».

Marco Galli: «Very professional and responsive. Available 24/7. A true expert of data privacy».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS										TMT PRACTICE AREAS			
		Patents	Trademarks	Copyright	Design	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law	Information Technology	Media	Telecommunications	Privacy
Licia Garotti	A	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓		✓
Marco Galli	B	✓	✓	✓	✓					✓					

*summary of interviews with clients

GATTAI MINOLI AGOSTINELLI & PARTNERS

HEAD OF IP DEPARTMENT
LICIA GAROTTI

HEAD OF TMT DEPARTMENT
LICIA GAROTTI

1	3	-	2	2	3	-	3
16,6% Partners	50% Associates	- Counsels	33,4% Trainees	25% Partners	37,5% Associates	- Counsels	37,5% Trainees

NAMES OF PARTNERS

Licia Garotti

NAMES OF PARTNERS

Licia Garotti (IT), Lorenzo Cairo (Privacy)

THE FIRM'S STRENGTHS*

1. expertise and practice in all IP and TMT related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. cost-effective assistance.

HIRES IN THE LAST 12 MONTHS -

HIRES IN THE LAST 12 MONTHS 1

NAME. **Roberto Gabriele (Associate)**
JOINED FROM. **KPMG**

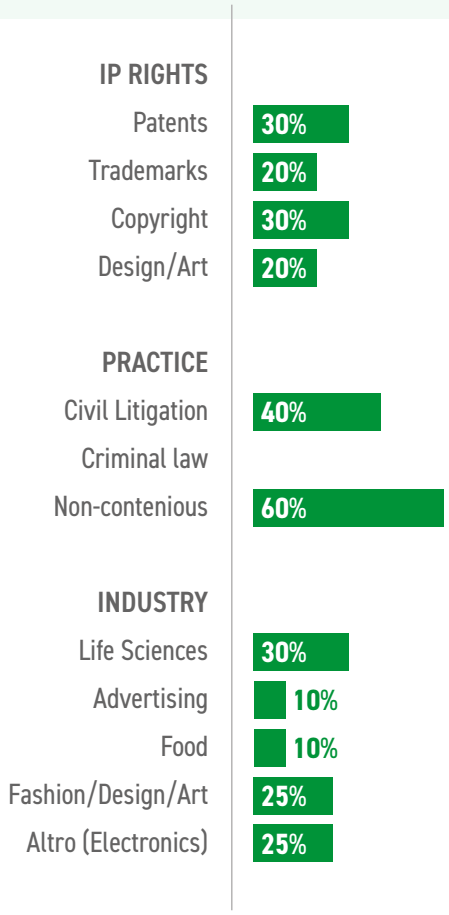
NOTABLE LAWYERS ACCORDING TO THE FIRM

Camilla Rosi (Associate)

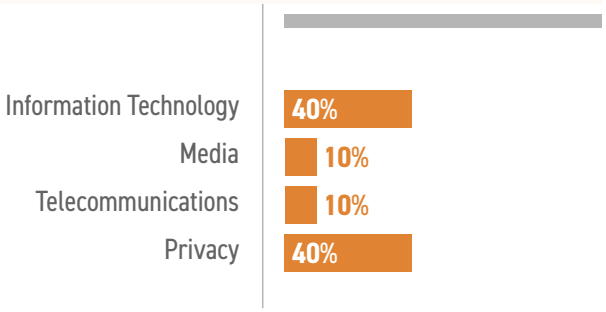
*according to clients and market observers

GATTAI MINOLI AGOSTINELLI & PARTNERS

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



IP ACTIVITIES	10 %

TMT ACTIVITIES	15 %

GATTAI MINOLI AGOSTINELLI & PARTNERS

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	B	4 • 66,6%	1 • 100%	Licia Garotti
Trademarks	A	4 • 66,6%	1 • 100%	Licia Garotti
Copyright	C	3 • 50%	1 • 100%	Licia Garotti
Design	C	3 • 50%	1 • 100%	Licia Garotti
Life Sciences	B	4 • 66,6%	1 • 100%	Licia Garotti
Advertising	C	3 • 50%	1 • 100%	Licia Garotti
Food	C	3 • 50%	1 • 100%	Licia Garotti
Fashion	B	4 • 66,6%	1 • 100%	Licia Garotti
Civil Litigation	B	6 • 100%	1 • 100%	Licia Garotti
Information Technology	B	3 • 37,5%	1 • 50%	Licia Garotti
Media	C	3 • 37,5%	1 • 50%	Licia Garotti
Privacy	B	4 • 50%	2 • 100%	Licia Garotti, Lorenzo Cairo

The lawyers may have an active role in different practice areas.

AG Digital Media s.r.l. (Freeda)

TYPE OF MATTER
IP - Copyright

LEAD PARTNER
Licia Garotti

COUNTERPARTY
-

Assisting AG Digital Media s.r.l., a successful start-up active in the field of social media communication under the brand "Freeda", in drafting and updating its standard contractual documentation as well as in the negotiation of specific collaboration, sponsorship and ambassador agreements with world-renowned brands, actors, models, show and sport celebrities.

Verisure Italy s.r.l.

TYPE OF MATTER
IP – Civil litigation – Trademarks -

LEAD PARTNER
Licia Garotti

COUNTERPARTY
-

Assisted Verisure in a preliminary injunction proceeding aimed at preventing the unauthorized use of its trademarks in a blog and on social networks. The challenged article was removed from all media.

OFO (HK) Ltd.

TYPE OF MATTER
TMT - IT - Privacy

LEAD PARTNERS
Licia Garotti, Lorenzo Cairo

COUNTERPARTY
-

Assisted OFO (HK) Ltd., a Chinese company leader in the field of free-floating bike sharing services, in the launch of its business in Italy. In particular, the firm provided legal assistance in the assessment of the client's duties under the upcoming UE Regulation on data protection (GDPR) and reviewed all the company's privacy-related documentation in order to make it compliant with the UE legislation.

Other clients: Assicurazioni Generali S.p.A. and Generali Real Estate S.p.A. ("AG"), Cerved Group S.p.A., VF International S.a.g.l., Anthilia Capital Partners SGR S.p.A., FAAC S.p.A., TeamSystem S.p.A.

GIANNI ORIGONI GRIPPO CAPPELLI & PARTNERS

RANKING

Directories average	legalcommunity
C-	B+

NEWS

In January 2018, **Massimo Sterpi** joined from Jacobacci & Associati as new Partner in the IP team.

The firm provides integrated legal advice to domestic and international clients on the whole range of IP/IT and Media matters, both contentious and non-contentious.
Gianni Origoni's industry experience has a strong focus on fashion& luxury and also includes food & beverage, pharmaceuticals, tobacco, toys, internet-related business, media and entertainment, telecommunications, sports and leisure.
In each industry the team has cross and comprehensive knowledge of all connected legal and regulatory aspects.
The firm also has strong expertise in start-ups of foreign IP/IT and Media business and entities in Italy.

MARKET FEEDBACK ON THE FIRM*

«Excellent firm. Expertise, experience, responsiveness and reliability for any kind of IP&TMT issues».

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Raffaello Stefano De Marco: «Great IP litigator».

Luca Rinaldi: «Top-notch assistance in Copyright and IT issues».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS										TMT PRACTICE AREAS			
		Patents	Trademarks	Copyright	Design	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law	Information Technology	Media	Telecommunications	Privacy
Nino Di Bella	A	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	
Luca Rinaldi	A	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	
Daniele Vecchi	A														✓
Other notable lawyers according to market sources	**Vanessa Franchini** (Counsel)														

*summary of interviews with clients

GIANNI ORIGONI GRIPPO CAPPELLI & PARTNERS

HEAD OF IP DEPARTMENT

NINO DI BELLA

4	11	1	1
23,5% Partners	64,7% Associates	5,8% Counsels	5,8% Trainees

NAMES OF PARTNERS

Nino Di Bella, Raffaello Stefano De Marco, Luca Rinaldi, Massimo Sterpi

HEAD OF TMT DEPARTMENT

FRANCESCO GIANNI (photo), **NINO DI BELLA**

7	15	1	1
29,1% Partners	62,4% Associates	4,1% Counsels	4,1% Trainees

NAMES OF PARTNERS

Francesco Gianni, Nino Di Bella, Antonio Auricchio, Piero Fattori, Antonio Lirosi, Alberto Pera, Luca Rinaldi, Aulo Cossu

THE FIRM'S STRENGTHS*

1. expertise and practice in all IP and TMT related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. multidisciplinary team able to offer a complete range of services in domestic and cross-border operations.

HIRES IN THE LAST 12 MONTHS: 6

NAME. **Massimo Sterpi (Partner)**
JOINED FROM. **Jacobacci & Associati**

NAME. **Francesca Fosson (Associate)**
JOINED FROM. **Jacobacci & Associati**

NAME. **Angela Tasillo (Associate)**
JOINED FROM. **Jacobacci & Associati**

NAME. **Damiana Masi (Associate)**
JOINED FROM. **Jacobacci & Associati**

NAME. **Luigia Bersani (Associate)**
JOINED FROM. **Jacobacci & Associati**

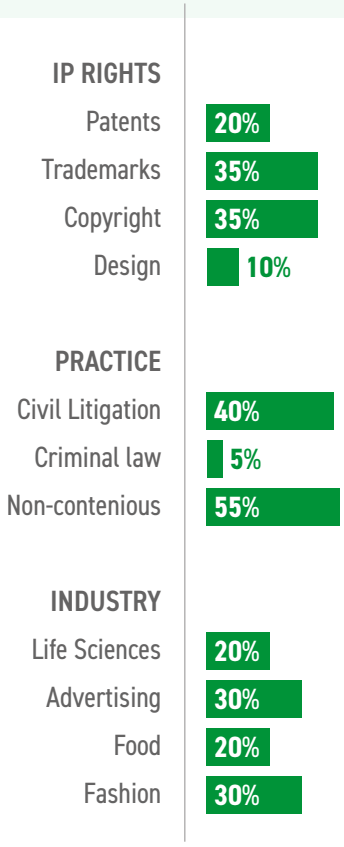
NAME. **Andrea Colantuoni (Associate)**
JOINED FROM. **Jacobacci & Associati**

HIRES IN THE LAST 12 MONTHS: -

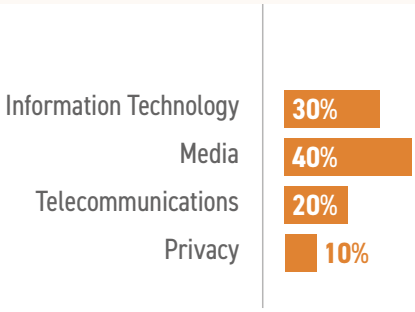
*according to clients and market observers

GIANNI ORIGONI GRIPPO CAPPELLI & PARTNERS

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



IP ACTIVITIES (ESTIMATE)	2,5 %

TMT ACTIVITIES (ESTIMATE)	5 %

GIANNI ORIGONI GRIPPO CAPPELLI & PARTNERS

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	A	17 • 100%	4 • 100%	Nino Di Bella, Raffaello Stefano De Marco, Luca Rinaldi, Massimo Sterpi
Trademarks	A	17 • 100%	4 • 100%	Nino Di Bella, Raffaello Stefano De Marco, Luca Rinaldi, Massimo Sterpi
Copyright	A	17 • 100%	4 • 100%	Nino Di Bella, Raffaello Stefano De Marco, Luca Rinaldi, Massimo Sterpi
Design	B	17 • 100%	4 • 100%	Nino Di Bella, Raffaello Stefano De Marco, Luca Rinaldi, Massimo Sterpi
Life Sciences	B	17 • 100%	4 • 100%	Nino Di Bella, Raffaello Stefano De Marco, Luca Rinaldi, Massimo Sterpi
Advertising	B	17 • 100%	4 • 100%	Nino Di Bella, Raffaello Stefano De Marco, Luca Rinaldi, Massimo Sterpi
Food	B	17 • 100%	4 • 100%	Nino Di Bella, Raffaello Stefano De Marco, Luca Rinaldi, Massimo Sterpi
Fashion	A	17 • 100%	4 • 100%	Nino Di Bella, Raffaello Stefano De Marco, Luca Rinaldi, Massimo Sterpi
Civil Litigation	B	17 • 100%	4 • 100%	Nino Di Bella, Raffaello Stefano De Marco, Luca Rinaldi, Massimo Sterpi
Criminal law	-	The firm has an agreement with Studio Ciro Pellegrino.		
Information Technology	B	8 • 33,3%	4 • 57,1%	Nino Di Bella, Luca Rinaldi, Raffaello Stefano De Marco
Media	B	8 • 33,3%	2 • 28,5%	Nino Di Bella, Luca Rinaldi
Telecommunications	A	24 • 100% + 1	7 • 100%	Francesco Gianni, Nino Di Bella, Aulo Cossu, Piero Fattori, Antonio Lirosi, Alberto Pera, Luca Rinaldi
Privacy	A	7 • 29,1%	1	Daniele Vecchi

The lawyers may have an active role in different practice areas.

Adidas Italy S.p.A.

TYPE OF MATTER
IP – Trademarks, Fashion

LEAD PARTNER
Nino Di Bella

COUNTERPARTY
-

Continuous assistance to adidas in the technical sponsorship agreements as well as in the testimonial / endorsement agreements.

Entertainment One Ltd.

TYPE OF MATTER
IP – Civil Litigation – Copyright - Trademarks

LEAD PARTNER
Raffaello Stefano De Marco

COUNTERPARTY
-

Assisting Entertainment One Ltd. on issues concerning the ownership of the economic exploitation rights relating to the well-known characters among kids "PJ MASKS" ("SUPERPIGIAMINI") and on its trademark rights.

Daikin Air Conditioning Italy S.p.A.

TYPE OF MATTER
-

LEAD PARTNER
Nino Di Bella

COUNTERPARTY
-

Assistance in a complex proceeding concerning the alleged nullity and the infringement of a patent for an air conditioning system.

Other clients: - LVMH, Dsquared2, Pernod Ricard, Costa Crociere, Marchon, Daikin, Digicom, Multi-Wing, Zambon, Philip Morris, Hasbro, Veetle, Ustream, RCS Media Group S.p.A., De Agostini Editore S.p.A., Mc-Link S.p.A., Cisco, Unicredit S.p.A., Société Générale - Milan Branch and BNP Paribas - Italian Branch, Digicom S.p.A, De Agostini Editore S.p.A., Telecom Italia and Telecom Italia Media, Sky Italia, Televisa, Poste Mobile.

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HERBERT SMITH FREEHILLS

RANKING

NEW

Directories average	legalcommunity
–	B+

Herbert Smith Freehills' Milan office – the first in Italy – opened in January 2018.
With a strong focus on Life Sciences patent litigation and regulatory matters, but also covering the full spread of IP rights across a variety of sectors (design, fashion, technology, media, telecommunications, manufacturing and automotive etc...), the firm's new presence in Italy further strengthens Herbert Smith Freehills' market-leading pan-European patent litigation and strategy offering for its global clients.

MARKET FEEDBACK ON THE FIRM*

«I have been working with Laura Orlando and her team since 2012 so when she moved to Herbert Smith Freehills in January 2018 I continued working with them. Excellent business relationship. They are the best firm I have found in Italy in the IP area. They have outstanding qualities but they are also business partners with a true understanding of our industry. They don't provide just "academic" style advice but real value for money. They are a great team whose growth has been impressive».

«Excellent firm and teamwork. Great trust in its professionals. High level of skills and competence. They are the lawyers every general manager would want to have».

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Laura Orlando: «Outstanding. She is extremely knowledgeable and always responsive and to the point, with excellent negotiations skills».

Pietro Pouché: «Excellent work. High competence and responsiveness».

NEWS

Previously leading the IP and disputes practice at Simmons & Simmons, in January 2018 **Laura Orlando** founded the Italian office of Herbert Smith Freehills. It is the first time ever in Italy that the Italian office of an international firm is founded by a woman. She is one of the most prominent and prolific patent litigators handling substantial matters in the pharmaceutical, biotechnology and chemical industries. **Sebastian Moore** also joined the Italian office from the London office of Herbert Smith Freehills in January 2018. Sebastian is joined by a team of 3 London-based associates who are being relocated to the Milan office. **Pietro Pouché**, who joined as an Of Counsel, has strong experience in trademark protection, copyright, unfair competition, design and patent law in a number of sectors.

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS										TMT PRACTICE AREAS			
		Patents	Trademarks	Copyright	Design	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law	Information Technology	Media	Telecommunications	Privacy
Laura Orlando	A	✓	✓	✓	✓	✓		✓	✓	✓		✓	✓	✓	
Sebastian Moore	B	✓				✓							✓	✓	
Pietro Pouché	B											✓	✓	✓	✓
Other notable lawyers according to market sources	**Martina Maffei** (Associate): "She provided great support". **Spartak Kodra** (Associate): "Extremely promising".														

*summary of interviews with clients

HERBERT SMITH FREEHILLS

HEAD OF IP&TMT DEPARTMENT

LAURA ORLANDO (photo), **SEBASTIAN MOORE**

2	10	1	2
13,3% Partners	**66,6%** Associates	**6,6%** Counsels	**13,3%** Trainees

THE FIRM'S STRENGTHS*

1. expertise and practice in all IP and TMT related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. multidisciplinary team able to offer a complete range of services in domestic and cross-border operations;
6. international network.

NAMES OF PARTNERS

Laura Orlando, Sebastian Moore

HIRES IN THE LAST 12 MONTHS -

The entire team is new because the Italian office of Herbert Smith Freehills was opened on 1 January 2018 and hired the entire IP team that was formerly headed by Laura Orlando at Simmons & Simmons.

NOTABLE LAWYERS ACCORDING TO THE FIRM

Pietro Pouché (Of Counsel): "Pietro specialises in contentious and non-contentious intellectual property and has substantial experience across the whole range of IP rights, including trademarks, unfair competition, patents, design, copyright, know-how and product liability".

Martina Maffei (Associate): "She has a unique combination of life sciences IP and regulatory expertise. She is the only associate in Italy to be known for her assistance to top pharma companies in relation to the most sophisticated patent litigation and at the same time for providing high profile regulatory advice".

Spartak Kodra (Associate): "He has great experience in contentious and non-contentious intellectual property matters, also with cross-border litigations and transactions in all industries, ranging from design, fashion and communication to automotive and life science".

IP&TMT ACTIVITIES	100 %

*according to clients and market observers

HERBERT SMITH FREEHILLS

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	B	10 • 66,6%	2 • 100%	Laura Orlando, Sebastian Moore
Trademarks	B	5 • 33,3%	1 • 50%	Laura Orlando
Copyright	B	5 • 33,3%	1 • 50%	Laura Orlando
Design	B	5 • 33,3%	1 • 50%	Laura Orlando
Life Sciences	A	10 • 66,6%	2 • 100%	Laura Orlando, Sebastian Moore
Advertising	C	NUMBER VARIES	-	-
Food	B	5 • 33,3%	1 • 50%	Laura Orlando
Fashion	B	5 • 33,3%	1 • 50%	Laura Orlando
Civil Litigation	A	5 • 33,3%	1 • 50%	Laura Orlando
Criminal law	C	NUMBER VARIES	-	-
Information Technology	B	8 • 53,3%	1 • 50% + 1	Laura Orlando + Pietro Pouché (Of Counsel)
Media	B	8 • 53,3%	2 • 100% + 1	Laura Orlando, Sebastian Moore + Pietro Pouché (Of Counsel)
Telecommunications	B	8 • 53,3%	2 • 100% + 1	Laura Orlando, Sebastian Moore + Pietro Pouché (Of Counsel)
Privacy	B	3 • 20%	1	Pietro Pouché (Of Counsel)

The lawyers may have an active role in different practice areas.

Gilead Science, Inc — € 1 bn*

TYPE OF MATTER
IP – Pending patent litigation

LEAD PARTNER
Laura Orlando

COUNTERPARTY
5 generic medicinal products manufacturers (Teva, Mylan, EG, DOC Generici, Dr. Reddy's)

This case, the largest patent case ever, is extremely relevant not only for the actual economic value itself but also because this is the first time that the Court of Justice of the European Union will judge in the form of Grand Chamber (i.e. in full composition of 15 judges) on a supplementary protection certificate providing guidelines on the interpretation of article 3 comma (a) of Regulation 469/2009, hence to determine when a specific product or active ingredient can be considered as protected by a basic patent to grant a supplementary protection certificate.

FederFARMA.CO S.p.A.

TYPE OF MATTER
Advisory in relation to IP matters

LEAD PARTNER
Laura Orlando, Pietro Pouché

COUNTERPARTY
-

The team is the trusted advisor of FederFARMA.co, the association grouping the biggest pharma wholesalers active on the Italian territory, in relation to IP and regulatory affairs.

GlaxoSmithKline

TYPE OF MATTER
IP - Litigation in relation to HIV patent rights

LEAD PARTNER
Laura Orlando, Pietro Pouché

COUNTERPARTY
-

The team is the trusted advisor of pharmaceutical companies in the HIV field. This case concerns the blockbuster product Kivexa, one of the products who contributed to save millions live, providing a treatment to HIV which was previously unavailable. The case is pending before the Court of Rome and entails very complex issues of claim construction and the interpretation of the SPC Regulation.

Other clients: Eli Lilly, Elanco Animal Health, Rubinetterie Bresciane Bonomi S.p.A., Spumador/Refresco, Sodastream International, Bear Industries, Valtur, Cavatorta US/ Metallurgica Abruzzese S.P.A., Enoitalia.

*a year only in Italy (this is referred to the turnover of the product covered by the patent only in Italy)

HOGAN LOVELLS

RANKING	
Directories average	legalcommunity
A	A

The **IP team** offers expertise in all significant aspects of intellectual property law and high quality assistance in national and international IP matters, both contentious and non-contentious. In particular, the team provides assistance in connection with the management of complex IP portfolios, the development of design and branding strategies and negotiations of IP agreements, as well as in connection with enforcement actions, pan-European and international litigations and in invalidity and infringement disputes.

The **TMT practice** has deep knowledge and experience in the following sectors:

- technology (assisting the main international players of the Internet and e-commerce industry in Italy);
- media and broadcasting (advising broadcasting and media companies in all areas of the law, with particular reference to TV formats, new media, including streaming, video-on-demand linear and nonlinear services under the AVMS Directive);
- telecommunications (including the "connected world", from the Internet of things to connected cars and relevant telecom implications);
- TMT regulatory and privacy: online privacy issues, regulatory and contentious meetings before the Privacy Authority (Garante) the Communication Authority (AGCOM) or the Competition Authority (AGCM).

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS										TMT PRACTICE AREAS			
		Patents	Trademarks	Copyright	Design	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law	Information Technology	Media	Telecommunications	Privacy
Luigi Mansani	★	✓	✓	✓	✓	✓	✓	✓	✓	✓					
Marco Berliri	AA											✓	✓	✓	✓
Giovanni Ghirardi	A	✓	✓	✓	✓	✓	✓	✓	✓	✓					
Massimiliano Masnada	A											✓	✓	✓	✓

HOGAN LOVELLS

HEAD OF IP DEPARTMENT

LUIGI MANSANI

HEAD OF TMT DEPARTMENT

MARCO BERLIRI

2	6	2	5
13,3% Partners	40% Associates	13,3% Counsels	33,4% Trainees

1	4	2	5
8,3% Partners	33,3% Associates	16,6% Counsels	41,6% Trainees

NAMES OF PARTNERS

Luigi Mansani, Giovanni Ghirardi

NAMES OF PARTNERS

Marco Berliri

THE FIRM'S STRENGTHS*

1. expertise and practice in all IP and TMT related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. multidisciplinary team able to offer a complete range of services in domestic and cross-border operations;
6. international network and strong presence in Italy.

HIRES IN THE LAST 12 MONTHS 2

NAME. **Maria Beatrice Guardì (Trainee)**

NAME. **Michele Traversa (Trainee)**

HIRES IN THE LAST 12 MONTHS 2

NAME. **Elisabetta Nunziante (Trainee)**

NAME. **Michele Traversa (Trainee)**

*according to clients and market observers

HOGAN LOVELLS

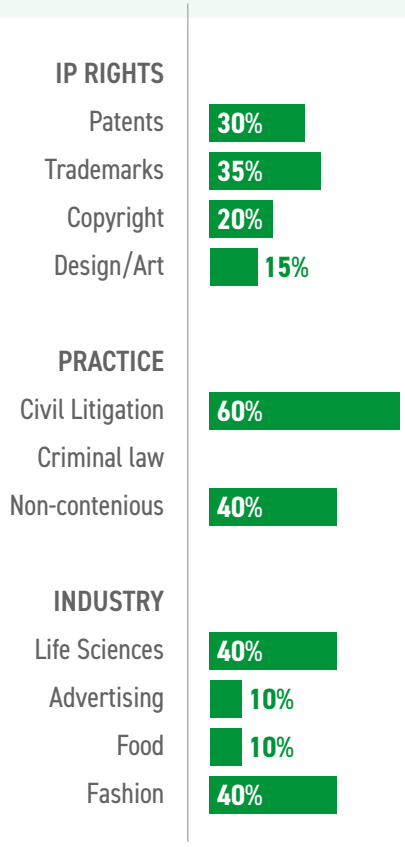
NOTABLE LAWYERS ACCORDING TO THE FIRM

Alberto Bellan (Senior Associate – IP&TMT): "Alberto deals with all the main Internet players in relation to litigation and regulatory work. He has assisted Google, YouTube, TripAdvisor in relation to a number of high profile cases and contributed to defining the caselaw in Italy concerning ISP's liability".

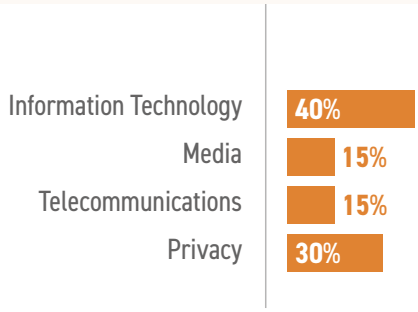
Marta Colonna (Senior Associate - TMT): "Marta is one the main experts in Italy in relation to online tourism, having assisted players like Airbnb, HomeAway, Expedia, Luxury Retreats and others in relation to the offers of theirs services in Italy".

Giulia Mariuz (Associate - TMT): "Giulia advises the main players of the e-commerce industry in relation to the new challenges of this new economy.".

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



IP ACTIVITIES	25-30 %

TMT ACTIVITIES	25-30 %

HOGAN LOVELLS

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	A	7 • 46,6%	2 • 100%	Luigi Mansani, Giovanni Ghirardi
Trademarks	A	7 • 46,6%	2 • 100%	Luigi Mansani, Giovanni Ghirardi
Copyright	A	6 • 40%	2 • 100%	Luigi Mansani, Giovanni Ghirardi
Design/Art	A	9 • 60%	2 • 100%	Luigi Mansani, Giovanni Ghirardi
Life Sciences	A	5 • 33,3%	2 • 100%	Luigi Mansani, Giovanni Ghirardi
Advertising	A	5 • 33,3%	2 • 100%	Luigi Mansani, Giovanni Ghirardi
Food	A	6 • 40%	2 • 100%	Luigi Mansani, Giovanni Ghirardi
Fashion	A	10 • 66,6%	2 • 100%	Luigi Mansani, Giovanni Ghirardi
Civil Litigation	A	13 • 86,6%	2 • 100%	Luigi Mansani, Giovanni Ghirardi
Information Technology	A	10 • 83,3%	1 • 100%	Marco Berliri
Media	A	3 • 25%	1 • 100%	Marco Berliri
Telecommunications	A	4 • 33,3%	1 • 100%	Marco Berliri
Privacy	A	6 • 50%	1 • 100%	Marco Berliri

The lawyers may have an active role in different practice areas.

Airbnb

TYPE OF MATTER
TMT - Privacy

LEAD PARTNER
Marco Berliri

COUNTERPARTY
-

Assisting Airbnb in relation to a wide range of issues, including compliance with Italian laws and regulations applicable to its activities and to the activities of its users, in particular analysis of the development of new rules on "Sharing Economy" at local, national and European level, the negotiation of strategic partnership agreements, the management of small claims, assistance on commercial activities and compliance with consumer protection and tourism legislation.

Several companies in the Life Sciences industry sector

TYPE OF MATTER
IP – Patents – Trademarks – Civil litigation – Life sciences

LEAD PARTNERS
Luigi Mansani, Giovanni Ghirardi

COUNTERPARTY
-

Day-to-day assistance to companies in the life sciences industry on patent litigations, trademarks, copyrights and regulatory matters.

Expedia

TYPE OF MATTER
IP - Advertising

LEAD PARTNER
Marco Berliri

COUNTERPARTY
-

Assisting Expedia on a variety of issues, including compliance with tourism regulation, launch of new services and tools, complaints before the authorities, advertising and consumer protection and tourism, negotiation of agreements with partners.

Other clients: Poltrona Frau group, Google / Youtube, eBay, ENI, TripAdvisor, Eataly, Technogym, eBay/Kijiji.it/Automobile.it

LA SCALA

LAW FIRM | IP&TMT DEPARTMENT | PRACTICE AREAS | CLIENTS

RANKING

NEW

Directories average	legalcommunity
–	C+

La Scala offers a complete and integrated range of legal services. The Firm has 170 lawyers and 100 members of the staff. There are 9 offices throughout the Country in Milan, Rome, Turin, Bologna, Florence, Venice, Vicenza, Padua and Ancona.
The firm has a solid network of patent agents and correspondents around the world.
La Scala's Intellectual Property & Information Technology team is specialised in advising on legal aspects of intangible assets. The team provides a wide range of services - both at contentious (in particular brand counterfeiting and unfair competition cases) and non-contentious level.

MARKET FEEDBACK ON THE FIRM*

«Very good firm and very good business relationship. Technical skills and flexibility. The team is very efficient and professional».

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Francesco Rampone: «Excellent work, expertise on Trademarks and Patents. Flexible and great negotiation skills».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS										TMT PRACTICE AREAS			
		Patents	Trademarks	Copyright	Design	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law	Information Technology	Media	Telecommunications	Privacy
Francesco Rampone	C	✓	✓	✓				✓	✓	✓		✓	✓		✓

*summary of interviews with clients

LA SCALA

HEAD OF IP&TMT DEPARTMENT

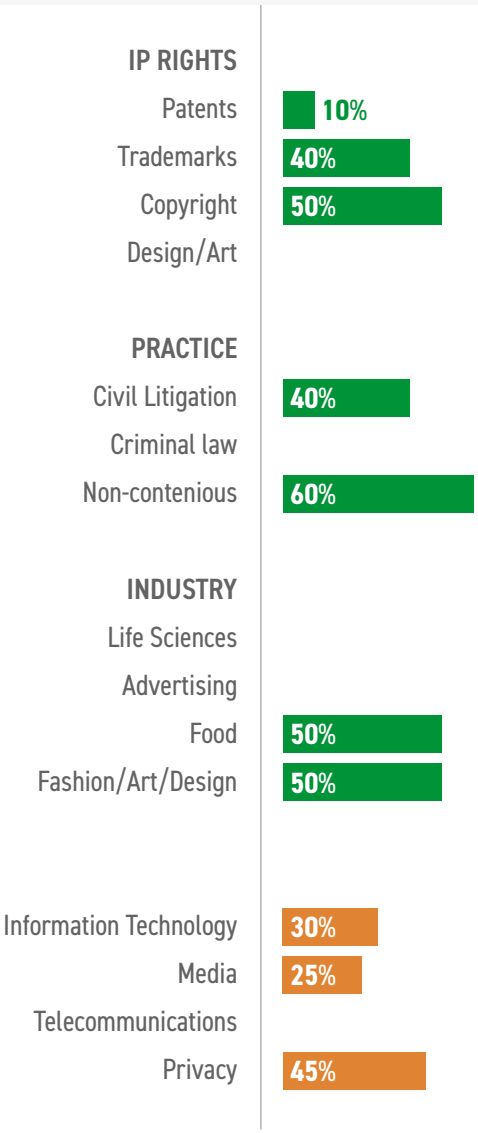
FRANCESCO RAMPONE

THE FIRM'S STRENGTHS*

1. expertise and practice in all IP and TMT related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. international network.

-	-	1	-
Partners	Associates	100% Of Counsels	Trainees

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



IP&TMT ACTIVITIES	5 %

*according to clients and market observers

LA SCALA

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	C	1 • 100%	1	Francesco Rampone (Of Counsel)
Trademarks	C	1 • 100%	1	Francesco Rampone (Of Counsel)
Copyright	C	1 • 100%	1	Francesco Rampone (Of Counsel)
Food	C	1 • 100%	1	Francesco Rampone (Of Counsel)
Fashion	C	1 • 100%	1	Francesco Rampone (Of Counsel)
Civil Litigation	C	1 • 100%	1	Francesco Rampone (Of Counsel)
Information Technology	C	1 • 100%	1	Francesco Rampone (Of Counsel)
Media	C	1 • 100%	1	Francesco Rampone (Of Counsel)
Telecommunications	C	-	-	-
Privacy	C	1 • 100%	1	Francesco Rampone (Of Counsel)

The lawyers may have an active role in different practice areas.

Independent Manufacturers of Olympic Classes Equipment

TYPE OF MATTER
IP - Trademarks

LEAD PARTNER
Francesco Rampone

COUNTERPARTY
World Sailing

Representing the rights and interests of independent manufacturers before the World Sailing (IOC affiliates). In particular, during the General Assembly held in Puerto Vallarta, WS decided to put under review some Class Rules in order to prevent trademark monopoly to infringe antitrust regulation in the selection of Olympic Classes and Sailing Events worldwide.

Cornerstone On Demand Inc.

TYPE OF MATTER
TMT – IT

LEAD PARTNER
Francesco Rampone

COUNTERPARTY
WindTre S.p.a.

Assisted Cornerstone UK subsidiary for the drafting and negotiation rounds of a framework agreement to develop an IT solution for HR management of WindTre Group.

Givova S.p.A.

TYPE OF MATTER
IP – Trademarks – Civil litigation

LEAD PARTNER
Francesco Rampone

COUNTERPARTY
Legea S.p.a., Lea S.r.l.

In the second phase of a precautionary injunction, the client successfully obtained protective measures to prevent Legea and Lea to further carry our any infringing and unfair conduct. This is the first case in Italy where a co-owner of a trademark enhance the value of a new sign by exploiting the notoriety of the trademark in co-ownership.

Other clients: Copyright Solution, IBFS Bonifiche Ferraresi Servizi and other Italian and foreign companies of different industry sectors

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LCA

LAW FIRM | IP&TMT DEPARTMENT | PRACTICE AREAS | CLIENTS

RANKING	
Directories average	legalcommunity
C-	B+

Regarding the **IP department**, although market trends show a decrease in IP litigation activity, LCA – especially with the entry of Monia Baccarelli – has seen an increase of the contentious work required by clients (patent litigation, trademark infringement and unfair competition).
As for **TMT**, the assistance in the compliance process about the General Data Protection Regulation, has surely had an impact on the last months of 2017. Also, a great interest has been shown by LCA's clients on blockchain and cryptocurrency issues.

MARKET FEEDBACK ON THE FIRM*

«Excellent business relationship. Young but very professional and reliable team with a quick and pragmatic approach. Responsiveness and availability 24/7».

« Reliability, know-how, knowledge of the advertising industry and attention to client are the firm's strengths».

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Gianluca De Cristofaro: «He is smart, reliable and always available».
«Excellent technical and legal skills, proactive, rapid and clear responses, deep knowledge of our business sector».

Edoardo Calcaterra – Gian Paolo Coppola: «They are both great Partners, extremely competent and pragmatic».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS										TMT PRACTICE AREAS			
		Patents	Trademarks	Copyright	Design	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law	Information Technology	Media	Telecommunications	Privacy
Gianluca De Cristofaro	A	✓	✓	✓	✓		✓	✓	✓	✓		✓	✓		✓
Monia Baccarelli	B	✓	✓	✓	✓		✓	✓	✓	✓		✓			
Andrea Messuti	B											✓		✓	
Edoardo Calcaterra	B											✓		✓	
Gian Paolo Coppola	B														✓
Benedetto Lonato	B											✓	✓		
Riccardo Massimilla	B											✓			
Other notable lawyers according to market sources	**Francesco De Maio** (Associate), **Federica Furlan** (Associate), **Chiara Bocchi** (Associate)														

*summary of interviews with clients

LCA

HEAD OF IP DEPARTMENT

GIANLUCA DE CRISTOFARO (photo), **MONIA BACCARELLI**

HEAD OF TMT DEPARTMENT

ANDREA MESSUTI (photo), **GIANLUCA DE CRISTOFARO**

2	8	-	2
16,7% Partners	66,6% Associates	- Counsels	16,7% Trainees

7	4	-	3
50% Partners	28,5% Associates	- Counsels	21,5% Trainees

NAMES OF PARTNERS

Gianluca De Cristofaro, Monia Baccarelli

NAMES OF PARTNERS

Andrea Messuti, Gianluca De Cristofaro, Gian Paolo Coppola, Benedetto Lonato, Edoardo Calcaterra, Monia Baccarelli, Riccardo Massimilla

THE FIRM'S STRENGTHS*

1. expertise and practice in all IP and TMT related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. multidisciplinary team able to offer a complete range of services in domestic and cross-border operations.

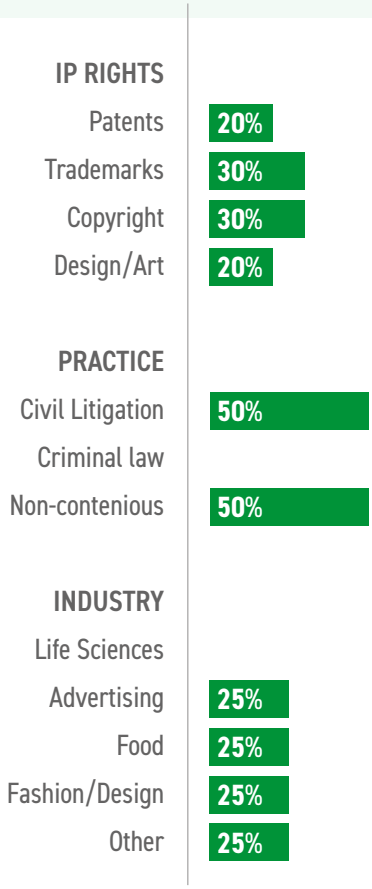
NOTABLE LAWYERS ACCORDING TO THE FIRM

Federica Furlan (Associate): "She has an active role in the field of Trademarks, Advertising and Copyright litigation. She has a high degree of autonomy, a practical and business oriented approach".

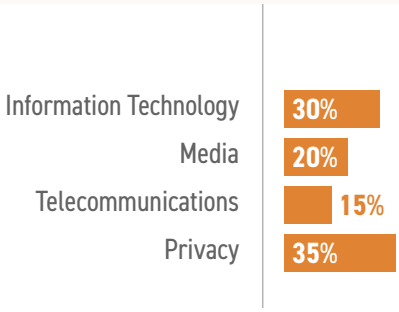
*according to clients and market observers

LCA

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



IP ACTIVITIES **15 %**

TMT ACTIVITIES **15 %**

LCA

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	B	4 • 33,3%	2 • 100%	Gianluca De Cristofaro and Monia Baccarelli
Trademarks	B	6 • 50%	2 • 100%	Gianluca De Cristofaro and Monia Baccarelli
Copyright	B	6 • 50%	2 • 100%	Gianluca De Cristofaro and Monia Baccarelli
Design	B	4 • 33,3%	2 • 100%	Gianluca De Cristofaro and Monia Baccarelli
Advertising	A	7 • 58,3%	2 • 100%	Gianluca De Cristofaro and Monia Baccarelli
Food	C	4 • 33,3%	2 • 100%	Gianluca De Cristofaro and Monia Baccarelli
Fashion	B	6 • 50%	2 • 100%	Gianluca De Cristofaro and Monia Baccarelli
Civil Litigation	B	7 • 58,3%	2 • 100%	Gianluca De Cristofaro and Monia Baccarelli
Information Technology	A	10 • 71,4%	6 • 85,7%	Andrea Messuti, Gianluca De Cristofaro, Benedetto Lonato, Riccardo Massimilla, Edoardo Calcaterra, Monia Baccarelli
Media	B	8 • 57,1%	2 • 28,5%	Gianluca De Cristofaro, Benedetto Lonato
Telecommunications	A	6 • 42,8%	2 • 28,5%	Andrea Messuti, Edoardo Calcaterra
Privacy	A	12 • 85,7%	2 • 28,5%	Gianluca De Cristofaro, Gian Paolo Coppola

The lawyers may have an active role in different practice areas.

Editoriale Domus S.p.A.

TYPE OF MATTER
IP - Trademarks

LEAD PARTNER
Gianluca De Cristofaro

COUNTERPARTY
-

Assisting the client (leading publishing company owner of the well-known trademarks "Domus", leader in the design field and "Quattroruote" leader in the automotive field) in several cases of trademarks infringement (settled before the litigation) regarding in particular the unlawful use of such trademarks by third parties on the Internet, on social networks and within AdWords advertising campaigns. 100% of the cases managed in 2017 were settled out of court.

Patavina Technologies S.r.l. — € 1,5 mln

TYPE OF MATTER
TMT – IT - Telecommunications

LEAD PARTNER
Andrea Messuti

COUNTERPARTY
-

Assisting the founding shareholders of Patavina Technologies S.r.l., a spin-off of the Department of Computer Engineering of the Padua University specialized in the Internet of Things, in the sale of 100% of the corporate capital of the company to A2A Group.

We Are Social S.r.l.

TYPE OF MATTER
IP - Advertising

LEAD PARTNER
Gianluca De Cristofaro

COUNTERPARTY
-

Assisting the client, a leading International communication company, in the clearance checking of advertising campaigns of its clients (Netflix, BWM, Vodafone). Several advertising campaigns had a very wide dissemination due to its transmission channels (television and internet), to the social events connected to the campaigns' launch (Milan Fashion Week) and due to the kind of products advertised (television series).

Other clients: Technogym S.p.A., BIP / Metaj, Eutelsat SA, Slowear S.p.A., Forest S.r.l., Esprinet S.p.A.

LEGANCE

LAW FIRM | IP&TMT DEPARTMENT | PRACTICE AREAS | CLIENTS

RANKING	
Directories average	legalcommunity
–	B-

2017 has shown an increasing interest of the main brands for legal issues involving the appearance and use of their brand on social media, and the interaction with global influencers and celebrities.
The **IP team** has been involved in the protection of concept stores and related relationships with architects and interior designers as well as on issues related to the protection of goods packaging.
During 2017, the **TMT practice** has further strengthened its position on the market, being involved in several of the most significant deals and market trends. In particular the team is advising the future 4th Mobile Network Operator in Italy (Iliad Italia S.p.A.) on all the legal activities related to its entry in the Italian market.

MARKET FEEDBACK ON THE FIRM*

«Very good firm. Business oriented, they provide practical solutions for our company».

«Absolutely positive and collaborative business relationship, especially on privacy matters».

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Valerio Mosca: «His work was scrupulous and accurate. He is always available and very kind».

Paolo Marzano: «Very good work, very helpful. Ability to evaluate the matter in all its various legal aspects and implications».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS										TMT PRACTICE AREAS			
		Patents	Trademarks	Copyright	Design	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law	Information Technology	Media	Telecommunications	Privacy
Paolo Marzano	B	✓	✓	✓	✓	✓	✓	✓	✓	✓					
Valerio Mosca	B											✓	✓	✓	

*summary of interviews with clients

LEGANCE

HEAD OF IP DEPARTMENT

PAOLO MARZANO

HEAD OF TMT DEPARTMENT

VALERIO MOSCA
(Managing Associate)

1	3	-	-
25% Partners	75% Associates	- Counsels	- Trainees

3	4	-	-
42,8% Partners	57,2% Associates	- Counsels	- Trainees

NAMES OF PARTNERS

Paolo Marzano

NAMES OF PARTNERS

Filippo Pacciani, Andrea Fedi, Vito Auricchio

THE FIRM'S STRENGTHS*

1. expertise and practice in all IP and TMT related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. multidisciplinary team able to offer a complete range of services in domestic and cross-border operations.

HIRES IN THE LAST 12 MONTHS 1

NAME. **Federica Pezza (Associate)**
JOINED FROM. **British American Tobacco – Globe House, London, UK**

HIRES IN THE LAST 12 MONTHS 1

NAME. **Carola Mangano (Associate)**
JOINED FROM. **Former in-house legal counsel in Vodafone**

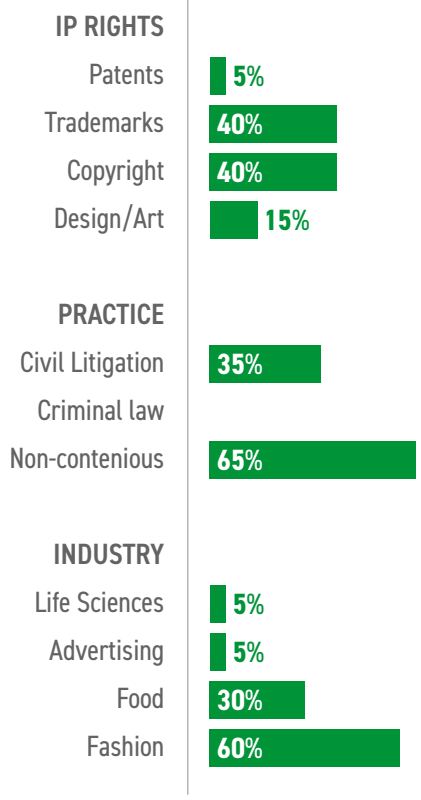
*according to clients and market observers

LEGANCE

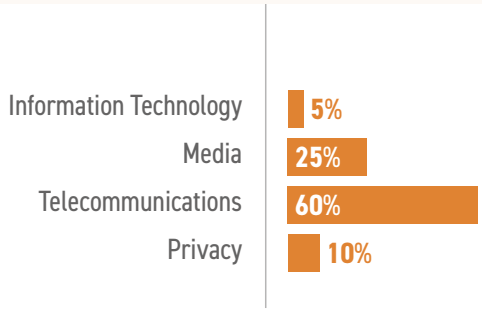
NOTABLE LAWYERS ACCORDING TO THE FIRM

Gabriella Rubino (Managing Associate): "She advises Italian and foreign clients of several industries (fashion, automotive, food and drink, tobacco, IT, finance) on all aspects of industrial and intellectual property, with special focus on strategies of trademark and design protection, clearance and enforcement of IP rights".

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



IP ACTIVITIES	5 %

TMT ACTIVITIES	10 %

LEGANCE

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	B	3 • 75%	1 • 100%	Paolo Marzano
Trademarks	B	3 • 75%	1 • 100%	Paolo Marzano
Copyright	B	3 • 75%	1 • 100%	Paolo Marzano
Design/Art	B	3 • 75%	1 • 100%	Paolo Marzano
Life Sciences	C	1 • 25%	1 • 100%	Paolo Marzano
Advertising	C	1 • 25%	1 • 100%	Paolo Marzano
Food	C	2 • 50%	1 • 100%	Paolo Marzano
Fashion	B	4 • 100%	1 • 100%	Paolo Marzano
Civil Litigation	B	4 • 100%	1 • 100%	Paolo Marzano
Information Technology	B	3 • 42,8%	1	Valerio Mosca (Managing Associate)
Media	B	3 • 42,8%	1	Valerio Mosca (Managing Associate)
Telecommunications	B	4 • 57,1%	1	Valerio Mosca (Managing Associate)
Privacy	B	2 • 28,5%	1 • 33,3%	Andrea Fedi

The lawyers may have an active role in different practice areas.

Arena Italia

TYPE OF MATTER
IP – Copyright - Trademarks

LEAD PARTNER
Paolo Marzano

COUNTERPARTY
-

Assistance on the use of the image of well-known Olympic Games athletes as well as on a variety of trademark issues and agreements. The assistance includes the assessment of any third parties image rights as well as of copyrights over works of authorship protected by the laws of different countries involving different jurisdictions such as UK, US, Australia, Canada, New Zealand.

Fastweb S.p.A.

TYPE OF MATTER
TMT - Telecommunications

LEAD PARTNER
Valerio Mosca

COUNTERPARTY
-

Representing the client in several judicial proceedings brought before the first instance administrative court ("Tar Lazio"), the Supreme Administrative Court ("Consiglio di Stato"), the Court of Justice and the Italian Supreme Court ("Corte di Cassazione") concerning the payment of the annual contributions to the AGCOM; several other judicial proceeding on the same matter are currently pending before the Tar Lazio and Consiglio di Stato. This is a very complex and articulated matter with a significant financial impact on all the operators.

Feudi di San Gregorio

TYPE OF MATTER
IP – Trademarks - Design

LEAD PARTNER
-

COUNTERPARTY
-

Assistance in relation to the management and protection of trademarks of some of the most world-wide renowned Italian wines. On-going assistance to the company in the development of new bottle designs and packaging and in the drafting and negotiation of the related agreements. Assistance in the protection of the IPRs of the Company against look a-likes and other infringing products.

Other clients: Iliad Italia S.p.A., Motion Picture Association, Amplifon S.p.A., Niko Romito, Musical.ly, 3D Produzioni, Bananas Production / Zelig, Soleko, Red Circle Investments, Miroglio S.p.A., Mandarin Capital Partners II SGR, Unipol Gruppo S.p.A.

LGV AVVOCATI

RANKING	
Directories average	legalcommunity
C-	B+

Experienced **IP** team with a strong focus on patents and trademarks.

TMT work is increasing, also intersecting IP and changing its patterns: the firm is involved in many technical topics: IT platforms, cyber security, cloud contracts, etc...
Attention in data protection and privacy is very high and LGV Avvocati has developed a partnership with Empsol, a reputed company working on the field of IT and cyber security, to offer to its client comprehensive advice activities relating to privacy and compliance.

MARKET FEEDBACK ON THE FIRM*

« We started working with LGV Avvocati more than 10 years ago. Outstanding firm. Prompt understanding of the matter, skills and commitment, and an efficient network are the firm's strengths».

«We chose LGV Avvocati based on consistent recommendations from business partners of our Milan network. Competence, flexibility, business oriented, responsiveness».

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Luigi Goglia: «Excellent lawyer, highly competent and professional».

Simona Lavagnini: «She is a talented, influential lawyer with great personality. Without losing focus on strategy, she keeps a communicative and positive attitude towards the client».
«Great competence and professionalism. She is always ready and available when we need her support».

Margherita Stucchi: «Top-quality legal advice, always considerate and client-focused».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK		IP PRACTICE AREAS										TMT PRACTICE AREAS			
	Ranking	Patents	Trademarks	Copyright	Design	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law	Information Technology	Media	Telecommunications	Privacy
Luigi Goglia	A	✓	✓	✓	✓		✓		✓	✓	✓	✓			✓
Simona Lavagnini	A		✓	✓			✓		✓	✓	✓	✓	✓	✓	✓
Margherita Stucchi	C	✓										✓			✓

*summary of interviews with clients

LGV AVVOCATI

HEAD OF IP&TMT DEPARTMENT

SIMONA LAVAGNINI,

LUIGI GOGLIA (photo)

3	4	1	3
27,2% Partners	**36,3%** Associates	**9%** Counsels	**27,2%** Trainees

NAMES OF PARTNERS

Simona Lavagnini, Luigi Goglia, Tankred Thiem

NOTABLE LAWYERS ACCORDING TO THE FIRM

Margherita Stucchi (Senior Associate): "She is involved in leading cases in the software field and she is also actively participating in privacy marketing project launched by the firm, obtaining very positive results in terms of new clients and new mandates, showing very good PR skills".

HIRES IN THE LAST 12 MONTHS 2

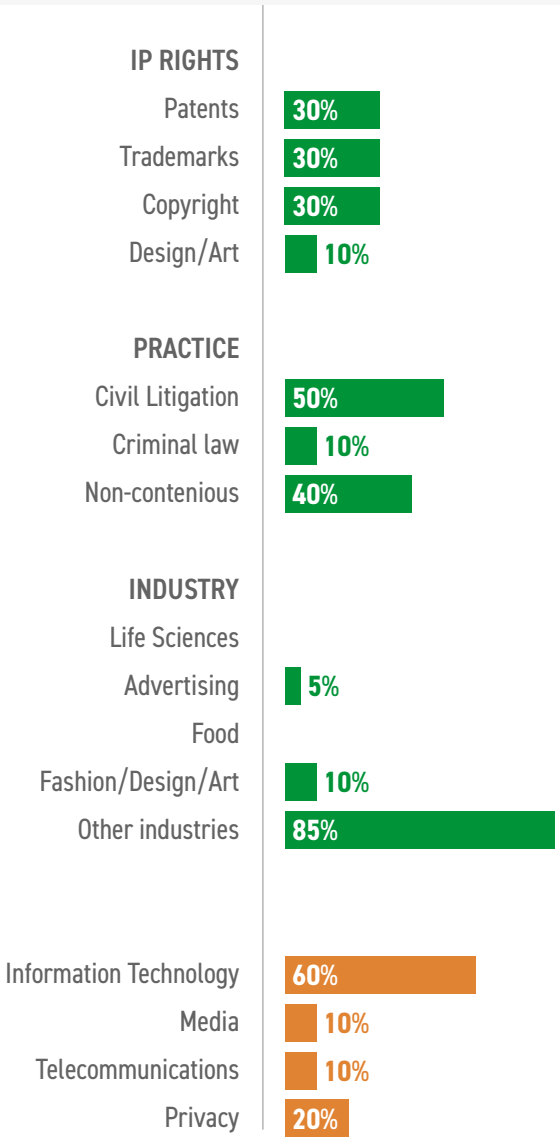
NAME. **Valentina Cerrigone (Trainee)**

NAME. **Una Grundmane (Trainee)**

THE FIRM'S STRENGTHS*

1. expertise and practice in all IP and TMT related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. cost-effective assistance.

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



IP&TMT ACTIVITIES **80** %

*according to clients and market observers

LGV AVVOCATI

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	A	10 • 90%	2 • 66,6%	Luigi Goglia, Tankred Thiem
Trademarks	A	10 • 90%	3 • 100%	Luigi Goglia, Tankred Thiem, Simona Lavagnini
Copyright	A	10 • 90%	2 • 66,6%	Simona Lavagnini, Luigi Goglia
Design/Art	B	6 • 54,5%	2 • 66,6%	Luigi Goglia, Tankred Thiem
Advertising	B	4 • 36,6%	2 • 66,6%	Simona Lavagnini, Luigi Goglia
Fashion	B	4 • 36,6%	2 • 66,6%	Simona Lavagnini, Luigi Goglia
Civil Litigation	A	10 • 90%	3 • 100%	Luigi Goglia, Tankred Thiem, Simona Lavagnini
Criminal law	B	4 • 36,6%	2 • 66,6%	Simona Lavagnini, Luigi Goglia
Information Technology	A	8 • 72,7%	2 • 66,6%	Simona Lavagnini, Luigi Goglia
Media	B	4 • 36,6%	1 • 33,3%	Simona Lavagnini
Telecommunications	B	4 • 36,6%	1 • 33,3%	Simona Lavagnini
Privacy	B	5 • 45,5%	2 • 66,6%	Simona Lavagnini, Luigi Goglia

The lawyers may have an active role in different practice areas.

IBF (International Brand Firm Ltd.)

TYPE OF MATTER
IP – Trademarks – Civil and criminal litigation

LEAD PARTNERS
Simona Lavagnini, Luigi Goglia

COUNTERPARTY
Chapter 4

Assistance in an international trademark and unfair competition civil and criminal litigation in Italy and San Marino; prosecution and opposition work in various countries (Italy, San Marino, EUIPO, Spain, Portugal, etc.).

BSA (Business Software Alliance)

Around € 1 mln

TYPE OF MATTER
TMT – IT

LEAD PARTNER
Simona Lavagnini

COUNTERPARTY
-

Day-to-day assistance in the IT field, from litigation to lobbying. After a few years, LGV Avvocati was able to increase the target results for BSA, in terms of number of cases, legalization and recovery goals.

Other clients: Italian and foreign companies of different industry sectors

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LOMBARDI SEGNI E ASSOCIATI

RANKING	
Directories average	legalcommunity
-	B

Lombardi Segni's lawyers expertise is mostly cross-practice and the IP team is rapidly growing and gaining consensus in the Italian market. The most important clients belong mainly to the Life Science sector. Among them there are some prominent and first-level Italian hospitals, research institutes and healthcare companies: Ospedale San Raffaele, Ospedale San Donato, Università Vita Salute San Raffaele, Bayer S.p.A..
Patents and Trademarks sectors come right after the Life Science sector: the firm advises some of the largest and most important Italian big companies and private equity funds (such as Artsana Group, Eni Group and Investindustrial).
The Firm is also active in the Design, Fashion, Copyright and Advertising sectors.

MARKET FEEDBACK ON THE FIRM*

«High quality and highly professional firm. Great litigators».

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Manuela Soligo: «Excellent professional and litigator».

Renato Bocca: «Excellent lawyer. Great communication skills. Creativity».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS									
		Patents	Trademarks	Copyright	Design/Art	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law
Renato Bocca	B	✓	✓	✓	✓	✓	✓		✓	✓	
Manuela Soligo	B	✓	✓	✓	✓				✓	✓	
Valentina Bonomo	C	✓	✓	✓	✓	✓	✓		✓	✓	

*summary of interviews with clients

LOMBARDI SEGNI E ASSOCIATI

HEAD OF IP DEPARTMENT

RENATO BOCCA

2	5	-	1
25% Partners	62,5% Associates	- Counsels	12,5% Trainees

THE FIRM'S STRENGTHS*

1. expertise and practice in all IP related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. multidisciplinary team able to offer a complete range of services.

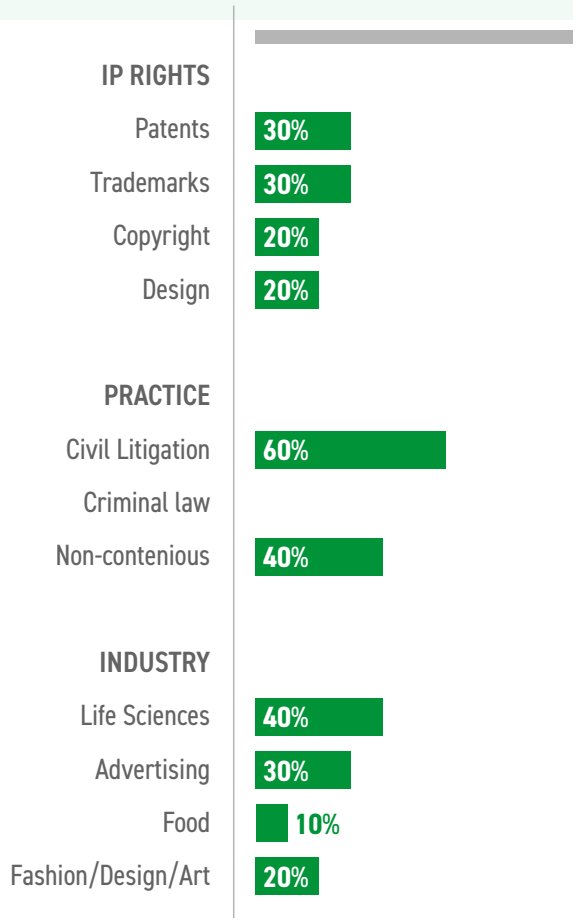
NAMES OF PARTNERS

Renato Bocca, Manuela Soligo

NOTABLE LAWYERS ACCORDING TO THE FIRM

Valentina Bonomo (Senior Associate): "She focuses on Patents, Trademarks and Life Sciences and in 2017 she had a key role in some of the most important IP transactions in life science and health care sectors i.e.: providing assistance to Ospedale San Raffaele S.r.l. in the negotiation of several research and development agreements with important top players such as MolMed S.p.A, Genenta S.r.l., TxCell S.A. and Amgen Inc. (the world's largest independent biotechnology firm, leader in oncology and very committed in exploring innovative technologies)".

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



IP ACTIVITIES	7 %

*according to clients and market observers

LOMBARDI SEGNI E ASSOCIATI

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	**B**	**7** • 87,5%	**2** • 100%	Renato Bocca, Manuela Soligo
Trademarks	**B**	**7** • 87,5%	**2** • 100%	Renato Bocca, Manuela Soligo
Copyright	**B**	**7** • 87,5%	**2** • 100%	Renato Bocca, Manuela Soligo
Design	**B**	**7** • 87,5%	**2** • 100%	Renato Bocca, Manuela Soligo
Life Sciences	**A**	**3** • 37,5%	**1** • 50%	Renato Bocca
Advertising	**B**	**7** • 87,5%	**1** • 50%	Renato Bocca
Fashion	**B**	**7** • 87,5%	**2** • 100%	Renato Bocca, Manuela Soligo
Civil Litigation	**B**	**7** • 87,5%	**2** • 100%	Renato Bocca, Manuela Soligo

The lawyers may have an active role in different practice areas.

B&B Italia S.p.A.

over € 1 mln

TYPE OF MATTER
IP – Design

LEAD PARTNER
Renato Bocca

COUNTERPARTY
Luigi Caccia Dominioni

Assisted B&B Italia - worldwide leading company in the design furniture industry belonging to Investindustrial Group (a well-known private equity firm) - in the negotiation, drafting and conclusion of an intellectual property licence agreement for the manufacture, marketing/promotion and sale by B&B Italia of own-brand furniture designed by the renown Italian architect and designer Mr. Luigi Caccia Dominioni.

Ospedale San Raffaele S.r.l.

over € 3 mln

TYPE OF MATTER
IP - Life Sciences

LEAD PARTNER
Renato Bocca

COUNTERPARTY
-

Assisted Ospedale San Raffaele S.r.l. in the negotiation, drafting and conclusion of the modification of a licence agreement with Roche Diagnostics GMBH and the related sub-license agreement with MolMed S.p.A. concerning the patented LNGFR Technology for its use in research activities and its exploitation in the field of leukaemia and other malignancies.

Eni S.p.A.

Request for damages of € 10 mln

TYPE OF MATTER
IP - Trademark litigation

LEAD PARTNER
Renato Bocca

COUNTERPARTY
Energy Store S.r.l. (and others)

Assisting Eni s.p.a. in relation to proceedings regarding IP and unfair competition. In particular, we assisted Eni in a dispute regarding its well-known trademark "Energy Store Eni" related to its franchising stores. The dispute ended with a decision of the Court of Milan granting Eni' requests and protecting its trademark.

Other clients: Ospedale San Donato, Esselunga, Università Vita Salute San Raffaele, Bayer S.p.A.. Artsana Group, Investindustrial.

MARTINI MANNA AVVOCATI

RANKING

Directories average	legalcommunity
C-	B

The **IP team** has been involved in all kind of IP issues, with an increase in know-how infringement litigation. In particular, in 2017 the firm noted an increase of cases involving abduction of valuable IP and trade secrets from bankrupted companies, a the long-term effect of the economic crisis of the late 2000s, which forced a lot of companies owning valuable assets into bankruptcy. As a result, the team received several appointments by court-appointed receivers.
The **TMT team** has been working on a large number of database rights infringement cases. In particular, new client requests included the assistance in the participation in tenders for the licence of internet broadcasting rights over the main Italian sports competitions.

NEWS

On 16 November 2017, the firm announced the appointment of **Rocco Lanzavecchia** as new Partner. Lanzavecchia, a qualified lawyer specialising in trademark, patent, copyright and unfair competition litigation, joined from Simmons & Simmons.

MARKET FEEDBACK ON THE FIRM*

«Excellent firm and business relationship. The firm is extremely client-focused and provides individually tailored-made and highly specialised legal advice in IP».

«We are very happy about the team, they are very skilled and highly specialized».

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Elena Martini: «She is excellent, always available and she has great negotiation skills. She is a guarantee of success».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS										TMT PRACTICE AREAS			
		Patents	Trademarks	Copyright	Design	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law	Information Technology	Media	Telecommunications	Privacy
Elena Martini	A	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Luigi Manna	B	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Rocco Lanzavecchia	C	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

*summary of interviews with clients

MARTINI MANNA AVVOCATI

HEAD OF IP&TMT DEPARTMENT

ELENA MARTINI (photo),
LUIGI MANNA

THE FIRM'S STRENGTHS*

1. expertise and practice in all IP and TMT related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. cost-effective assistance.

3	1	4	1
33,4% Partners	11,1% Associates	44,4% Counsels	11,1% Trainees

NAMES OF PARTNERS

Elena Martini, Luigi Manna, Rocco Lanzavecchia

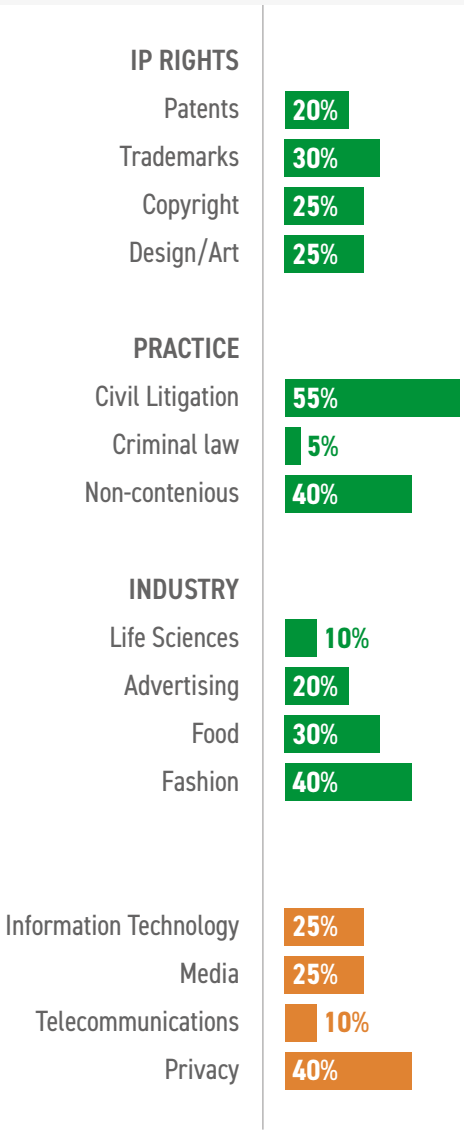
HIRES IN THE LAST 12 MONTHS 3

NAME. **Rocco Lanzavecchia (Partner)**
JOINED FROM. **Simmons & Simmons**

NAME. **Gaia Gusmini (Trainee)**

NAME. **Pasquale Cerbo (Of Counsel)**
JOINED FROM. **Studio legale Sicari-Cerbo**

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



IP ACTIVITIES	60 %

TMT ACTIVITIES	40 %

*according to clients and market observers

MARTINI MANNA AVVOCATI

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	A	5 • 55,5%	3 • 100%	Elena Martini, Luigi Manna and Rocco Lanzavecchia
Trademarks	A	5 • 55,5%	3 • 100%	Elena Martini, Luigi Manna and Rocco Lanzavecchia
Copyright	B	5 • 55,5%	3 • 100%	Elena Martini, Luigi Manna and Rocco Lanzavecchia
Design/Art	A	5 • 55,5%	3 • 100%	Elena Martini, Luigi Manna and Rocco Lanzavecchia
Life Sciences	C	5 • 55,5%	3 • 100%	Elena Martini, Luigi Manna and Rocco Lanzavecchia
Advertising	C	5 • 55,5%	3 • 100%	Elena Martini, Luigi Manna and Rocco Lanzavecchia
Food	C	5 • 55,5%	3 • 100%	Elena Martini, Luigi Manna and Rocco Lanzavecchia
Fashion	A	5 • 55,5%	3 • 100%	Elena Martini, Luigi Manna and Rocco Lanzavecchia
Civil Litigation	A	5 • 55,5%	3 • 100%	Elena Martini, Luigi Manna and Rocco Lanzavecchia
Criminal law	B	6 • 66,6%	3 • 100%	Elena Martini, Luigi Manna and Rocco Lanzavecchia
Information Technology	B	5 • 55,5%	3 • 100%	Elena Martini, Luigi Manna and Rocco Lanzavecchia
Media	A	5 • 55,5%	3 • 100%	Elena Martini, Luigi Manna and Rocco Lanzavecchia
Telecommunications	C	5 • 55,5%	3 • 100%	Elena Martini, Luigi Manna and Rocco Lanzavecchia
Privacy	B	5 • 55,5%	3 • 100%	Elena Martini, Luigi Manna and Rocco Lanzavecchia

The lawyers may have an active role in different practice areas.

Candice Cooper AG

TYPE OF MATTER
IP - Trademark – Civil litigation

LEAD PARTNER
Elena Martini

COUNTERPARTY
Cristoph Siegel

Candice Cooper AG was founded in May 2017 in order to buy the business – including all the trademark and design rights – of Mr Cristoph Siegel, who had created the Candice Cooper trademark and used it to commercialise shoes. Once the purchase agreement was signed, Mr Siegel started disseminating false information on the market stating that he had not sold the Candice Cooper IP rights to the client. The firm submitted a motion for preliminary injunction before the Milan IP Court to have him enjoined from doing this and from exhibiting infringing shoes at the MICAM international shoe fair. The preliminary injunction was later confirmed by the court.

Aste Giudiziarie Inlinea S.p.A.

TYPE OF MATTER
TMT – IT

LEAD PARTNERS
Luigi Manna, Michele Papa

COUNTERPARTY
-

Aste Giudiziarie Inlinea S.p.A., owner of the largest database of Italian judicial auction sales, found out that its database was being systematically copied to a competing website.The firm filed a criminal complaint for database infringement under the Copyright Act and obtained a take-down order of these websites/accounts on the grounds of sui-generis database rights breach. This is a landmark decision in Italy.

Perform Media Channels Ltd

€ 300 mln

TYPE OF MATTER
TMT – IT - Media

LEAD PARTNERS
Elena Martini, Michele Papa

COUNTERPARTY
Lega Calcio Serie A

Assisted Perform Media Channels Ltd in participating in the tender for the licence of the rights to broadcast, via the internet and mobile platforms, all the matches of the Serie A soccer championship. This is the most important tender in the sports field in Italy and the client offered € 300 million to get the rights.

Other clients: CEFRIEL S.c.a.r.l., Chanel Coordination S.r.l., Jessica Joelle Alexander, COTEFA s.r.l., Jeunesse Global Holding and Jeunesse Italy, Bonardi Service S.r.l., Edierre s.r.l.

MASCHIETTO MAGGIORE BESSEGHINI

RANKING

NEW

Directories average	legalcommunity
–	C+

IP practice. In 2017 the team focused on both contentious and non-contentious IP, in particular on the setting up of franchising/licensing businesses, research contracts with research institutions for studies around new drugs. The firm was also involved in a number of M&A transactions, in the IP due diligence phase, as well as the post-closing IP asset management.

TMT practice. 2017 has seen for Maschietto Maggiore Besseghini a steady stream of work, in particular concerning cloud computing contracts and related advice. Along with this, the firm has been particularly active with respect to data protection matters issues and GDPR compliance projects. Regarding the media sector, the firm provided assistance in connection with the preparatory and contractual work for the production of audiovisual content, in particular for major streaming platforms.

MARKET FEEDBACK ON THE FIRM*

«Excellent business relationship. We chose this firm because we wanted to work with a boutique law firm to get pragmatic and diligent legal advice».

«The team is extremely competent, flexible and responsive. They provide a high quality service that is commercially focussed and at a reasonable cost».

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Massimo Maggiore: «Excellent legal partnership. He is diligent, knowledgeable, pragmatic, solution-driven and flexible».

Aurelio Assenza: «High level work. He is very competent and responsive».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS										TMT PRACTICE AREAS			
		Patents	Trademarks	Copyright	Design	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law	Information Technology	Media	Telecommunications	Privacy
Massimo Maggiore	B	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓
Aurelio Assenza	B	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓

*summary of interviews with clients

MASCHIETTO MAGGIORE BESSEGHINI

HEAD OF IP&TMT DEPARTMENT

MASSIMO MAGGIORE

THE FIRM'S STRENGTHS*

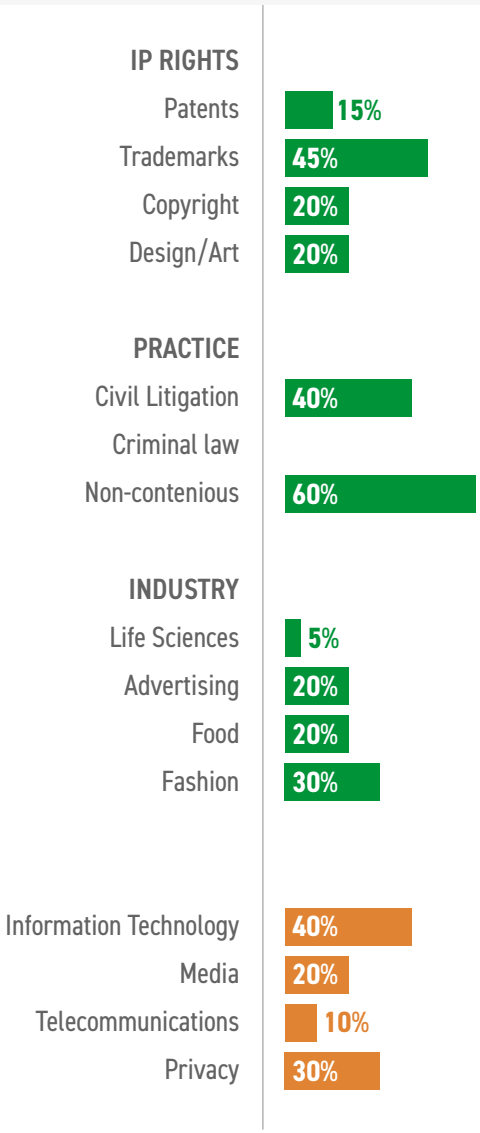
1. expertise and practice in all IP and TMT related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. cost-effective assistance.

2	6	1	3
16,6%	50%	8,4%	25%
Partners	Associates	Counsels	Trainees

NAMES OF PARTNERS

Massimo Maggiore, Aurelio Assenza

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



IP&TMT ACTIVITIES	30 %

*according to clients and market observers

MASCHIETTO MAGGIORE BESSEGHINI

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	C	12 • 100%	2 • 100%	Massimo Maggiore, Aurelio Assenza
Trademarks	B	12 • 100%	2 • 100%	Massimo Maggiore, Aurelio Assenza
Copyright	C	12 • 100%	2 • 100%	Massimo Maggiore, Aurelio Assenza
Design/Art	B	12 • 100%	2 • 100%	Massimo Maggiore, Aurelio Assenza
Life Sciences	C	12 • 100%	2 • 100%	Massimo Maggiore, Aurelio Assenza
Advertising	C	12 • 100%	2 • 100%	Massimo Maggiore, Aurelio Assenza
Food	C	12 • 100%	2 • 100%	Massimo Maggiore, Aurelio Assenza
Fashion	B	12 • 100%	2 • 100%	Massimo Maggiore, Aurelio Assenza
Civil Litigation	B	12 • 100%	2 • 100%	Massimo Maggiore, Aurelio Assenza
Information Technology	B	12 • 100%	2 • 16,6%	Massimo Maggiore, Aurelio Assenza
Media	C	12 • 100%	2 • 16,6%	Massimo Maggiore, Aurelio Assenza
Telecommunications	C	12 • 100%	2 • 16,6%	Massimo Maggiore, Aurelio Assenza
Privacy	B	12 • 100%	2 • 16,6%	Massimo Maggiore, Aurelio Assenza

The lawyers may have an active role in different practice areas.

Owner of a multinational sneaker brand

TYPE OF MATTER
IP – Trademarks – Civil litigation

LEAD PARTNERS
Massimo Maggiore, Aurelio Assenza

COUNTERPARTY
-

Assisting in a high profile case where the owner of a multinational sneaker brand has been accused of infringing a well-known Italian brand. The matter is relevant because it concerns the usage as ornament of drawings on the shoe upper and their conflict with registered trademarks.

Leading cloud service provider

TYPE OF MATTER
TMT – IT

LEAD PARTNER
Massimo Maggiore

COUNTERPARTY
-

The firm has been involved as contract and data protection law advisor for the service provider in one of the major cloud computing deals in the corporate sector (a cloud computing framework contract with a leading Italian utility supplier). The negotiation was quite complex as it required deep knowledge of technical issue concerning cloud computing services.

Client active in the toy industry

TYPE OF MATTER
IP – Litigation – Copyright – Design – Trademarks

LEAD PARTNERS
Massimo Maggiore, Aurelio Assenza

COUNTERPARTY
-

Defence on the rights over the client's best selling toy (a world renown object) The litigation involves complex legal issues of copyright protection for industrial design products and protection of 3D trademarks.

Other clients: Italian and foreign companies of different industry sectors

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IN THE **FOOD** SECTOR IN ITALY

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MDBA

RANKING**

Directories average	legalcommunity
-	A

MARKET FEEDBACK ON THE FIRM*

«Top-notch firm for Food law. Excellent team. Competence and responsiveness».

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Dante De Benedetti: «He is truly outstanding. Competent, reliable, great analysis/problem-solving and negotiation skills».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS									
		Patents	Trademarks	Copyright	Design/Art	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law
Dante De Benedetti (food)	A	✓	✓	✓		✓		✓			

*summary of interviews with clients - **food law

MDBA

HEAD OF IP DEPARTMENT

DANTE DE BENEDETTI

1	7	-	2
10% Partners	70% Associates	- Counsels	20% Trainees

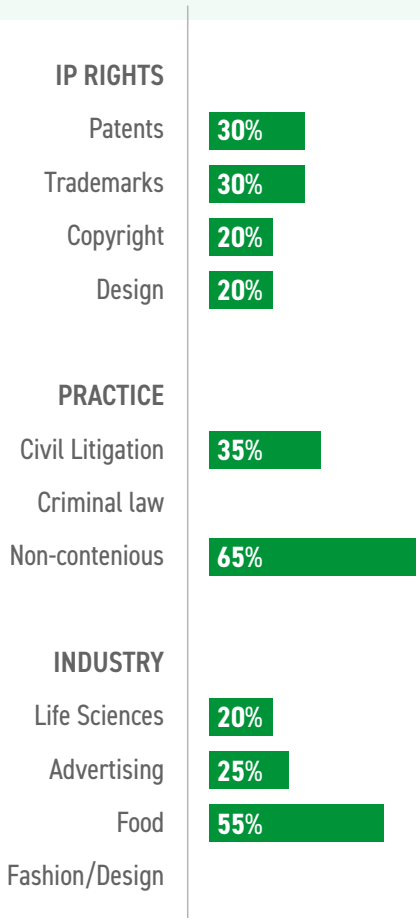
THE FIRM'S STRENGTHS*

1. expertise and practice in all Food and Life Sciences IP related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. cost-effective assistance.

NAMES OF PARTNERS

Dante De Benedetti

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



IP ACTIVITIES	15 %

*according to clients and market observers

MDBA

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	B	3 • 30%	1 • 100%	Dante De Benedetti
Trademarks	B	3 • 30%	1 • 100%	Dante De Benedetti
Copyright	C	3 • 30%	1 • 100%	Dante De Benedetti
Life Sciences	A	4 • 40%	1 • 100%	Dante De Benedetti
Food	A	6 • 60%	1 • 100%	Dante De Benedetti

The lawyers may have an active role in different practice areas.

Alajmo S.p.A

TYPE OF MATTER
IP - Food law

LEAD PARTNER
Dante De Benedetti

COUNTERPARTY
-

Ongoing assistance with a complete and proactive approach, working in partnership in many areas, such as the development of new products, the protection of trademarks, litigation, the opening of new restaurants (in Italy and abroad).

Galimberti Bonci Stp

TYPE OF MATTER
IP – Patents - Life Sciences

LEAD PARTNER
Dante De Benedetti

COUNTERPARTY
-

MDBA supported Galimberti and Bonci in setting up the company, specialized in the treatment of addictions, providing support in all areas of IP law, including protection of intellectual property related to a revolutionary neuroscientific method for the treatment of any kind of addiction (alcohol, drug, gambling, etc.).

Ernst Knam

TYPE OF MATTER
IP - Food law

LEAD PARTNER
Dante De Benedetti

COUNTERPARTY
-

Advising on the management of contracts with media and image rights.

Other clients: Italian and foreign companies of different industry sectors

MILALEGAL - MINA LANFRANCONI & ASSOCIATI

RANKING	
Directories average	legalcommunity
C-	B+

In 2017 the firm was involved in a number of contentious matters involving **IP rights** and in a number of issues regarding the search of solutions in areas of IP Law that are not completely regulated yet as new technologies and their implications on IP rights: virtual reality protection and regulation, regulating and managing brand reputation issues with reference to fake contents and profiles, regulation of advertising matters on social media. In June 2017, the team developed a new digital chart implemented by the Italian Advertising Self-Regulation Institute, in relation to which Elisabetta Mina provided assistance in her quality of Vice President of Board of Control.

In 2017 the **TMT team** has mostly been required assistance on:

- the process of obtaining AGCOM derogation of the TV programming and investment obligations in European productions (European quotas);
- the negotiation of license for the protected repertoire with the former and new collecting societies in the light of the new legislation entered into force on April 2017;
- assistance and legal opinion on TV format.

MARKET FEEDBACK ON THE FIRM*

«Excellent, long-term collaborative and profitable business relationship. Deep experience and expertise in the audiovisual sector. Flexibility, availability, good soft skills, timeliness, business approach, pragmatism».

«Fast feedback, professionalism and seriousness. Great skills and availability with a problem solving approach. Deep understanding of the gaming industry».

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Elisabetta Mina: «High-quality work. Deep understanding of business necessities. Flexible, accurate, responsive and pragmatic».
«Work delivered on time according to our requests. She cares about our business and operates in our company's interest. Helpful and informal, with practical and business oriented approach».

Marina Lanfranconi: «Excellent work. Clarity, competence and speed».

Mariangela Liuzzi (Of Counsel): «Competent, available, proactive and extremely responsive».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK		IP PRACTICE AREAS										TMT PRACTICE AREAS			
	Ranking	Patents	Trademarks	Copyright	Design	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law	Information Technology	Media	Telecommunications	Privacy
Marina Lanfranconi	AA	✓	✓		✓							✓			
Elisabetta Mina	A			✓			✓		✓	✓			✓	✓	
Ilaria Gargiulo	C	✓	✓		✓			✓	✓	✓			✓		
Other notable lawyers according to market sources	**Ilaria Gargiulo** (Senior Associate), **Giacomo Lusardi** (Junior Associate)														

*summary of interviews with clients

MILALEGAL - MINA LANFRANCONI & ASSOCIATI

HEAD OF IP&TMT DEPARTMENT

ELISABETTA MINA,

MARINA LANFRANCONI
(photo)

2	3	2	2
22,2%	33,4%	22,2%	22,2%
Partners	Associates	Counsels	Trainees

NAMES OF PARTNERS

Elisabetta Mina e Marina Lanfranconi

NOTABLE LAWYERS ACCORDING TO THE FIRM

Ilaria Gargiulo (Senior Associate): "In 2017, Ilaria regularly assisted investment funds and clients in fashion, design, cinema and gaming sector in connection with IP issues. Her assistance has been recognized as particularly relevant by Sisal S.p.a. on responsible gaming and brand reputation legal issues".

Giacomo Lusardi (Junior Associate): "During 2017 Giacomo regularly assisted investment funds and companies in complex corporate transactions, in connection with IP&TMT".

Mariangela Liuzzi (Of Counsel): "Mariangela assisted Viacom, on the regulatory aspects, in the most important transaction carried out in 2017 for the acquisition of 50% of the free to air channel Super!".

HIRES IN THE LAST 12 MONTHS 2

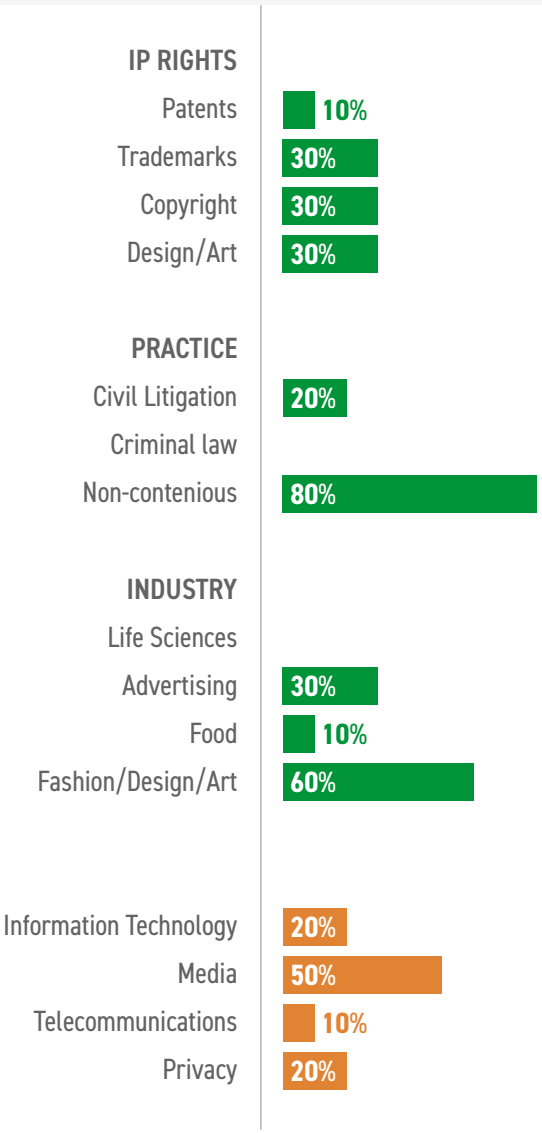
NAME. **Giacomo Lusardi (Associate)**
JOINED FROM. **IP firm Maggi**

NAME. **Simona Franco (Associate)**
JOINED FROM. **IP LAW Galli**

THE FIRM'S STRENGTHS*

1. expertise and practice in all IP and TMT related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. cost-effective assistance.

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



IP ACTIVITIES	70 %

TMT ACTIVITIES	30 %

*according to clients and market observers

MILALEGAL - MINA LANFRANCONI & ASSOCIATI

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	A	4 • 44,4%	1 • 50%	Marina Lanfranconi
Trademarks	A	4 • 44,4%	1 • 50%	Marina Lanfranconi
Copyright	A	4 • 44,4%	1 • 50%	Elisabetta Mina
Design	A	5 • 55,5%	1 • 50%	Marina Lanfranconi
Advertising	A	5 • 55,5%	2 • 100%	Elisabetta Mina, Marina Lanfranconi
Food	C	2 • 22,2%	1 • 50%	Marina Lanfranconi
Fashion	A	5 • 55,5%	2 • 100%	Elisabetta Mina, Marina Lanfranconi
Civil Litigation	B	4 • 44,4%	2 • 100%	Elisabetta Mina, Marina Lanfranconi
Information Technology	C	3 • 33,3%	1 • 50%	Marina Lanfranconi
Media	A	4 • 44,4%	1 • 50%	Elisabetta Mina
Telecommunications	B	3 • 33,3%	1 • 50%	Elisabetta Mina
Privacy	B	3 • 33,3%	1 • 50%	Marina Lanfranconi

The lawyers may have an active role in different practice areas.

Atlantic Technologies Spa

TYPE OF MATTER
IP – Trademarks - Litigation

LEAD PARTNER
Marina Lanfranconi

COUNTERPARTY
Atlantica Sistemi

IP litigation assistance on the use of the trademark "atlantic". The Decision of the Court of Milan was issued in 2017 and was in favour of Atlantic Technologies Spa. It is currently pending before the Court of Appeal of Milan.

Sky Italia S.r.l.

TYPE OF MATTER
TMT – Media

LEAD PARTNER
Elisabetta Mina

COUNTERPARTY
Stato della Città del Vaticano – Direzione dei Musei, Magnitudo S.r.l., True Colours Glorious Films S.r.l., Nexo Digital S.r.l.,

Milalegal provides an on-going legal support to Sky Italia S.r.l., for the Channel "Sky Arte", for the negotiations and drafting of agreements concerning the financing, production, co-production and distribution (including on new online platforms) of movies and TV series. The negotiations and drafting involve co-production arrangements (including equity investments, discounting and security, providing state fiscal benefits).

SISAL SPA

TYPE OF MATTER
IP - Trademarks

LEAD PARTNER
Marina Lanfranconi

COUNTERPARTY
-

Legal assistance on responsible gaming and brand reputation and identity legal issues, organizing internal contributions and obtainment of the responsible gaming international certification by ELA (European Lotteries Association); this is highly relevant for a company operating in a sensitive sector with high compliance duties like gaming.

Other clients: Viris S.p.a., Viacom International Media Networks Italia s.r.l., GUT Distribution S.r.l., Italian Converter S.r.l., Adler Entertainment S.r.l., Le Cordon Bleu International BV.

MONDINI RUSCONI

RANKING	
Directories average	legalcommunity
C	B

The IP&TMT team is particulary active in the following fields:

- IT, Media and Entertainment: Mondini Rusconi has developed significant expertise in the fields of IT, telecommunications, and new technologies with particular emphasis on the new media and, specifically, the Internet. The firm has also acquired a strong reputation in media and entertainment matters, and assists major companies of the music, cinema, home video and publishing industries both in litigation and in non-judicial matters

- IP, trademarks, patents, design and software: the firm provides consultancy services on all aspects of copyright, trademarks, industrial design, patents and domain names. Thanks to its standing relationships with patent and trademark agents, the firm is able to assist its clientele in all matters relating to trademark and patent registration on a domestic and international basis. The firm also advises on the protection of computer software and database and has extensive experience in the negotiation and drafting of trademark and other intellectual property and know-how license agreements, including merchandise agreements. The firm has in-depth experience in litigation and arbitration in intellectual property related cases, including antipiracy

- Privacy and data protection: the firm assist clients in drafting and reviewing privacy policies and memorandums on data protection, interact with the Italian Data Protection Authority, and provides targeted advice on the main aspects covered by the Italian and EU legislation on personal data protection, with a specific focus on issues associated with the treatment and circulation of the data acquired and processed through the Internet.

THE FIRM'S STRENGTHS*

1. expertise and practice in all IP and TMT related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. cost-effective assistance.

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS										TMT PRACTICE AREAS			
		Patents	Trademarks	Copyright	Design	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law	Information Technology	Media	Telecommunications	Privacy
Giorgio Mondini	A	✓	✓	✓	✓					✓		✓	✓	✓	
Giorgio Rusconi	B							✓							

*according to clients and market observers

MUNARI CAVANI STUDIO LEGALE

RANKING

Directories average	legalcommunity
-	B-

MARKET FEEDBACK ON THE FIRM*

«Excellent is an understatement: more than a boutique, Munari Cavani is an atelier. One of the leading experts of information law».

«High quality firm. Profitable business relationship. Great technical skills and expertise in media law».

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Raffaele Cavani: «Excellent lawyer. Competence, availability and courtesy».

Alessandra Fossati: «Extremely skilled, flexible and versatile».

Francesca Broussard: «Excellent technical skills».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	TMT PRACTICE AREAS				Other notable lawyers according to market sources
		Information Technology	Media	Telecommunications	Privacy	
Alessandro Munari	B		✓	✓	✓	**Gianluca Reggioli** (Senior Associate), **Massimo Di Muro** (Of Counsel)
Raffaele Munari	B		✓	✓	✓	

*summary of interviews with clients

MUNARI CAVANI STUDIO LEGALE

HEAD OF TMT DEPARTMENT

ALESSANDRO MUNARI (photo), **RAFFAELE CAVANI**

THE FIRM'S STRENGTHS*

1. expertise and practice in all TMT related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. cost-effective assistance.

2	6	1	3
16,6% Partners	50% Associates	8,4% Counsels	25% Trainees

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS

Information Technology	
Media	60%
Telecommunications	20%
Privacy	20%

NAMES OF PARTNERS

Alessandro Munari, Raffaele Cavani

TOTAL REVENUES IN ITALY	4,2 € mln

TMT ACTIVITIES	70 %

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Media	A	10 • 83,3%	2 • 100%	Alessandro Munari, Raffaele Cavani
Telecommunications	B	10 • 83,3%	2 • 100%	Alessandro Munari, Raffaele Cavani
Privacy	B	10 • 83,3%	2 • 100%	Alessandro Munari, Raffaele Cavani

*according to clients and market observers - The lawyers may have an active role in different practice areas.

N&G LEGAL - STUDIO LEGALE ASSOCIATO

LAW FIRM | IP DEPARTMENT | PRACTICE AREAS

RANKING

Directories average	legalcommunity
-	B

In 2017 the firm has been very active on tradermarks: in the light of the New EU Trademark legislation (No 2015/2424), according to which the graphical representation no longer applies when submitting a trademark application, some of N&G Legal's clients are expressing an interest in the so called "new trademarks", such as position, olfactory or movement trademarks. In particular, with reference to the three-dimensional and shape trademarks, the firm has been asked to indicate what is meant by "shape" trademark or if the shape could also be identified by the mere feature of the product.

MARKET FEEDBACK ON THE FIRM*

«I started working with N&G Legal back in 2012 and we have a very positive business relationship. The team is extremely professional. High competence on patents issues».

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Fabio Boscariol De Roberto: «Very positive work. Availability, readiness and strong legal skills».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS									
		Patents	Trademarks	Copyright	Design/Art	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law
Fabio Boscariol De Roberto	B	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Ignazio Gatto	C	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Danilo Martucci	C	✓	✓	✓	✓	✓	✓	✓	✓	✓	

*summary of interviews with clients

N&G LEGAL - STUDIO LEGALE ASSOCIATO

HEAD OF IP DEPARTMENT

FABIO BOSCARIOL DE ROBERTO (photo), **IGNAZIO GATTO, DANILO MARTUCCI**

3	-	-	2
60% Partners	- Associates	- Counsels	40% Trainees

THE FIRM'S STRENGTHS*

1. expertise and practice in all IP related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners.

NAMES OF PARTNERS

Fabio Boscariol De Roberto, Ignazio Gatto, Danilo Martucci

NOTABLE LAWYERS ACCORDING TO THE FIRM

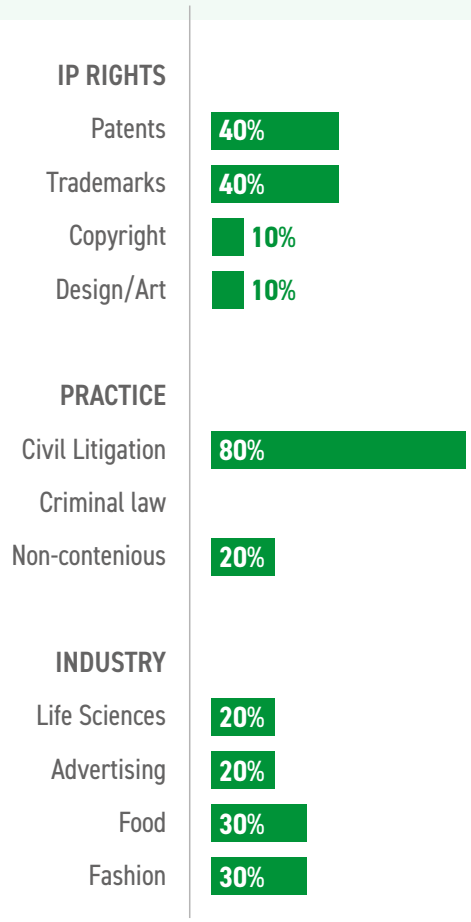
Alberto Contini

Mariangela Bogni

HIRES IN THE LAST 12 MONTHS 1

NAME. **Sara Maria Guglielmo (Trainee)**
JOINED FROM. **Tornato & Prado Ip Law Firm**

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



IP ACTIVITIES **80 %**

*according to clients and market observers

N&G LEGAL - STUDIO LEGALE ASSOCIATO

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	A	5 • 100%	3 • 100%	Fabio Boscariol De Roberto, Ignazio Gatto, Danilo Martucci
Trademarks	A	5 • 100%	3 • 100%	Fabio Boscariol De Roberto, Ignazio Gatto, Danilo Martucci
Copyright	B	4 • 80%	3 • 100%	Fabio Boscariol De Roberto, Ignazio Gatto, Danilo Martucci
Design/Art	B	4 • 80%	3 • 100%	Fabio Boscariol De Roberto, Ignazio Gatto, Danilo Martucci
Life Sciences	B	3 • 60%	3 • 100%	Fabio Boscariol De Roberto, Ignazio Gatto, Danilo Martucci
Advertising	B	3 • 60%	3 • 100%	Fabio Boscariol De Roberto, Ignazio Gatto, Danilo Martucci
Food	C	2 • 40%	3 • 100%	Fabio Boscariol De Roberto, Ignazio Gatto, Danilo Martucci
Fashion	B	5 • 100%	3 • 100%	Fabio Boscariol De Roberto, Ignazio Gatto, Danilo Martucci
Civil Litigation	A	3 • 60%	3 • 100%	Fabio Boscariol De Roberto, Ignazio Gatto, Danilo Martucci

The lawyers may have an active role in different practice areas.

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by legalcommunity

Monday, October 1

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NCTM STUDIO LEGALE

RANKING	
Directories average	legalcommunity
C	B+

Nctm distinguishes itself for the transversal nature of its activities in every legal aspect related to IP matters. In the trademarks area it is worth mentioning on one side the extraordinary achievements of several counterfeits seizures in the fashion sector, in particular on behalf of Supreme NYC brand, and on the other side the successful litigation against Cipriani in a complex legal dispute over naming rights protection of one of its most iconic and famous hotel (Cipriani in Venice). With regard to copyright, Nctm assisted Sony Music in a relevant litigation against Di Battisti's heirs in order to obtain redress for damages. The firm also supported Soundreef in a historic lawsuit against SIAE for the purpose of getting the complete liberalization of collecting societies market in Italy.
In addition Nctm is developing a deep knowledge and expertise in the legal protection of intangible assets in Industry 4.0, in particular on Artificial Intelligence matters.

MARKET FEEDBACK ON THE FIRM*

«Very positive business relationship. Experienced, business-oriented team with a problem solving approach.The firm's strengths: reliability and reputation in the IP field».

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Lorenzo Attolico: «Outstanding lawyer. Knowledge, reliability, reputation».

Carlo Grignani: «Deep knowledge of the market, precise and accurate».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS										TMT PRACTICE AREAS			
		Patents	Trademarks	Copyright	Design	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law	Information Technology	Media	Telecommunications	Privacy
Lorenzo Attolico	AA	✓	✓	✓	✓	✓	✓	✓	✓						
Vittorio Noseda	A											✓	✓	✓	
Paolo Lazzarino	B	✓	✓	✓	✓	✓	✓	✓	✓				✓		
Carlo Grignani	B											✓	✓	✓	✓
Other notable lawyers according to market sources	**Ivan Lamponi** (Associate): "Highly responsive and efficient". **Jacopo Arnaboldi** (Managing Associate): "Young with high potentials".														

*summary of interviews with clients

NCTM STUDIO LEGALE

HEAD OF IP DEPARTMENT

LORENZO ATTOLICO

HEAD OF TMT DEPARTMENT

VITTORIO NOSEDA

2	8	-	4
14,2% Partners	57,1% Associates	- Counsels	28,4% Trainees

6	13	-	-
31,5% Partners	68,4% Associates	- Counsels	- Trainees

NAMES OF PARTNERS

Lorenzo Attolico, Paolo Lazzarino

NAMES OF PARTNERS

Vittorio Noseda, Lorenzo Attolico, Paolo Lazzarino, Carlo Grignani, Paolo Gallarati, Francesca Bonino

THE FIRM'S STRENGTHS*

1. expertise and practice in all IP and TMT related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. multidisciplinary team able to offer a complete range of services;
6. cost-effective assistance.

*according to clients and market observers

NCTM STUDIO LEGALE

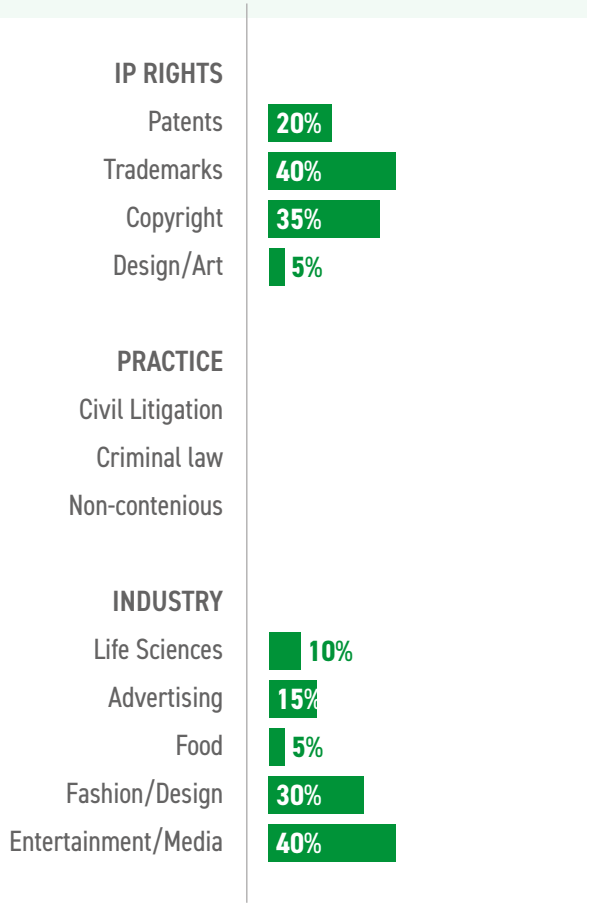
NOTABLE LAWYERS ACCORDING TO THE FIRM

Luca Guidobaldi (Senior Associate): "He has been involved in some of the most relevant copyright cases for leading clients such as Sony Music and Soundreef Ltd".

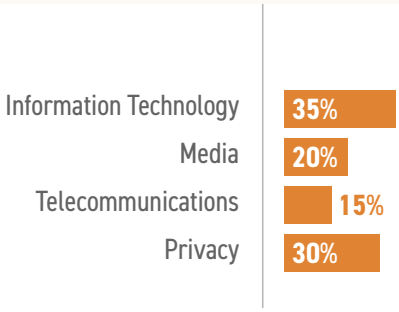
Roberto Cesaro (Senior Associate): "He was involved in leading trademarks cases: counterfeits seizures in the fashion sector, in particular on behalf of Supreme NYC brand, and assisting Belmond UK Ltd in a complex legal dispute over naming rights protection of one of its most iconic and famous hotel (Cipriani in Venice)".

Jacopo Arnaboldi (Managing Associate): "In 2017 he assisted Fujitsu Technology Solutions SpA in a major IT outsourcing: the sale to Mediatica SpA of the branch dedicated to the installation, maintenance and on-site Fujitsu high-end product support, including servers and data storage".

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



IP ACTIVITIES	10 %

TMT ACTIVITIES	7,5 %

NCTM STUDIO LEGALE

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	A	4 • 28,5%	2 • 100%	Lorenzo Attolico, Paolo Lazzarino
Trademarks	A	8 • 57,1%	2 • 100%	Lorenzo Attolico, Paolo Lazzarino
Copyright	A	8 • 57,1%	2 • 100%	Lorenzo Attolico, Paolo Lazzarino
Design	B	3 • 21,4%	2 • 100%	Lorenzo Attolico, Paolo Lazzarino
Life Sciences	C	3 • 21,4%	2 • 100%	Lorenzo Attolico, Paolo Lazzarino
Advertising	B	4 • 28,5%	2 • 100%	Lorenzo Attolico, Paolo Lazzarino
Food	C	3 • 21,4%	2 • 100%	Lorenzo Attolico, Paolo Lazzarino
Fashion	A	6 • 42,8%	2 • 100%	Lorenzo Attolico, Paolo Lazzarino
Information Technology	A	7 • 36,8%	2 • 33,3%	-
Media	A	6 • 31,5%	2 • 33,3%	-
Telecommunications	B	3 • 15,7%	2 • 33,3%	-
Privacy	A	5 • 26,3%	2 • 33,3%	-

The lawyers may have an active role in different practice areas.

Sony Music Entertaiment S.p.A.

TYPE OF MATTER
IP – Civil litigation - Copyright

LEAD PARTNER
Lorenzo Attolico

COUNTERPARTY
-

Representing Sony Music in a complex copyright case against the heirs of one of Italy's most iconic 20th century singers, Lucio Battisti. Sony is suing Battisti's heirs for damages as they recently prevented the online exploitation of the recordings performed by Mr. Battisti. This case will have a huge impact on the entire italian music market and will set a precedent for the future. In particular what is really at stake is the exploitation of the recordings performed by artists who signed contracts with record labels before the Internet era. A defeat for Sony would produce, as a domino effect, a loss of rights exploitation on the entire 90's musical repertoire for all the record labels in the country.

Deutsche Bank

TYPE OF MATTER
TMT - IT

LEAD PARTNER
Carlo Grignani

COUNTERPARTY
Cedacri S.p.A.

Advising in the biggest IT outsourcing deal of the year in Italy both in terms of size and value: the agreement by which Cedacri agreed to provide Deutsche Bank with systems for the management of DB's IT infrastructure.

Supreme NYC

TYPE OF MATTER
IP – Trademarks

LEAD PARTNER
Paolo Lazzarino

COUNTERPARTY
-

Assisting Supreme NYC, the New York City cult sportswear/skate culture brand, in an unprecedented case for the trademark protection of the brand. Nctm performed a monster-like seizure of counterfeits in San Marino on behalf of Supreme New York, with more than 120.000 products seized. This is the biggest civil seizure ever in Italy and probably in Europe in the last years. The client's trademark was almost gone and the firm was able to recover and defend it.

Other clients: Sky International AG, Belmond UK Ltd, Dynit Srl, Soundreef, Docomo Digital Italy S.p.A., Atos Italia S.p.A.

NEGRI-CLEMENTI STUDIO LEGALE ASSOCIATO

LAW FIRM | IP DEPARTMENT | PRACTICE AREAS

RANKING*

NEW

Directories average	legalcommunity
-	B+

NEWS

Negri-Clementi continues to expand its Art & IP practice with the recent appointment, effective from 3 May 2018, of **Gilberto Cavagna di Gualdana** as new Head of the IP department. Gilberto Cavagna di Gualdana, previously Of Counsel at Milalegal - Mina Lanfranconi & Associati, is an expert of intellectual property and Art law.

In 2017, Negri-Clementi's Art Advisory Department increased its assistance in the management and protection of its clients' trademarks portfolios and in the negotiation of its clients' copyrights in the field of Art: Art lending, litigation in relation to artists' estates and foundations, resale rights ("diritto di seguito"), Art trust, voluntary disclosure, Art due diligence, import/export of artworks, Art insurance, Art deposit etc...

The firm assists many Italian Galleries in negotiating the interpretation and the execution of Italian law on resale right ("diritto di seguito"): Negri-Clementi has a specific know-how in this field because in the past years the law firm spent a long time negotiating with Siae and the Italian Government to achieve an acceptable interpretation of the resale right.

Negri-Clementi has carried many innovative projects to support the ART and the IP practice: in particular, the firm publishes every three months the legal journal "ART & LAW, the first legal review focused on art from a legal, economic and tax point of view.

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS									
		Patents	Trademarks	Copyright	Design/Art	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law
Annapaola Negri-Clementi	A		✓	✓	✓		✓		✓	✓	

NEGRI-CLEMENTI STUDIO LEGALE ASSOCIATO

HEAD OF IP DEPARTMENT

ANNAPAOLA NEGRI-CLEMENTI

THE FIRM'S STRENGTHS*

1. expertise and practice in Art & IP related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partner.

1	3	1	2
14,2%	42,8%	14,2%	28,5%
Partners	Associates	Counsels	Trainees

NAMES OF PARTNERS

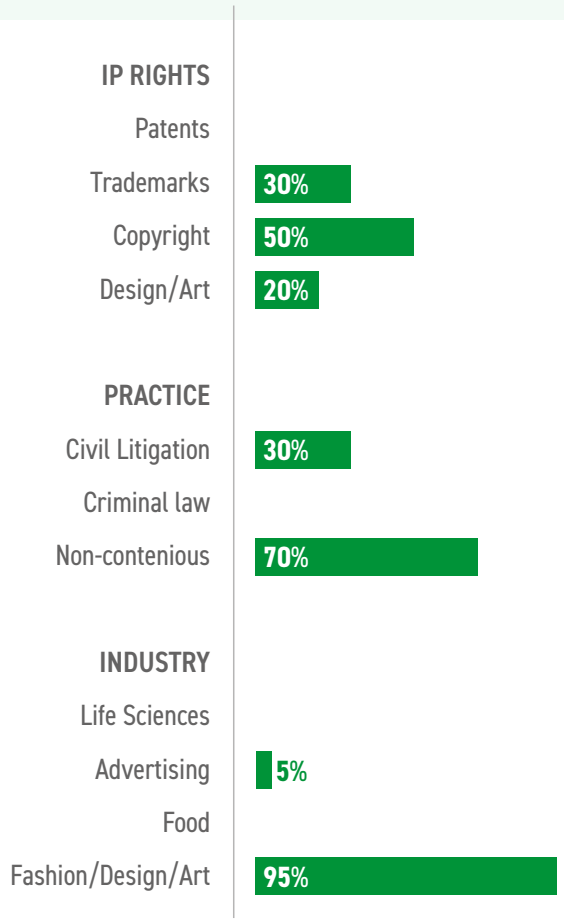
Annapaola Negri-Clementi

HIRES IN THE LAST 12 MONTHS 1*

NAME. **Gilberto Cavagna di Gualdana (Partner)**
JOINED FROM. **Milalegal - Mina Lanfranconi & Associati**

*with effect from May 2018

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



ART&IP ACTIVITIES	35-40 %

*according to clients and market observers

NEGRI-CLEMENTI STUDIO LEGALE ASSOCIATO

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	**C**	**2** • 28,5%	-	Starting from May 2018, the Patents Practice will be led by Gilberto Cavagna di Gualdana
Trademarks	**B**	**4** • 57,1%	**1** • 100%	Annapaola Negri-Clementi. Starting from May 2018, the Trademarks practice will be managed by Gilberto Cavagna di Gualdana
Copyright	**A**	**4** • 57,1%	**1** • 100%	Annapaola Negri-Clementi. Starting from May 2018, the Copyright practice will be managed by Gilberto Cavagna di Gualdana
Design/Art	**A**	**5** • 71,4%	**1** • 100% **+ 1**	Annapaola Negri-Clementi + Filippo Maria Federici Starting from May 2018, the Design/ Art practice will be managed by Gilberto Cavagna di Gualdana
Advertising	**B**	**1** • 14,2%	**1** • 100%	Annapaola Negri-Clementi. Starting from May 2018, the Advertising practice will be managed by Gilberto Cavagna di Gualdana
Fashion	**A**	-	**1** • 100%	Annapaola Negri-Clementi. Starting from May 2018, the Fashion practice will be managed by Gilberto Cavagna di Gualdana
Civil Litigation	**B**	-	**1** • 100% **+ 2**	Annapaola Negri-Clementi + Carlo Periti, Filippo Maria Federici

The lawyers may have an active role in different practice areas.

NUNZIANTE MAGRONE

LAW FIRM | IP DEPARTMENT | PRACTICE AREAS | CLIENTS

RANKING	
Directories average	legalcommunity
-	B

In 2017 there has been an increasing number of requests of contractual and litigation assistance, especially for trademarks and design matters: Nunziante Magrone closed a significant deal regarding the Masterlicence of the trademark GURU and won a couple of interesting contentious matters before the Court of Milan and Rome in the field of fashion trademarks and medical devices. The firm also assisted - and still does - one of the Italian rising star companies in the furniture sector, Bonacina, which registered a 40% growth during 2017. In 2017 the firm was also involved in Privacy matters: preparation to GDPR, Data Protection Assessments, Development of marketing programs, advice on introduction of new technologies etc...

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Niccolò Ferretti: «Top-notch Fashion lawyer".
Niccolò Ferretti is also praised for his expertise and experience in IP litigation, contractual, extrajudicial and custom protection.

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS									
		Patents	Trademarks	Copyright	Design/Art	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law
Niccolò Ferretti	A	✓	✓	✓	✓	✓	✓	✓	✓	✓	

*summary of interviews with clients

NUNZIANTE MAGRONE

HEAD OF IP DEPARTMENT

NICCOLÒ FERRETTI

1	1	1	1
25% Partners	25% Associates	25% Counsels	25% Trainees

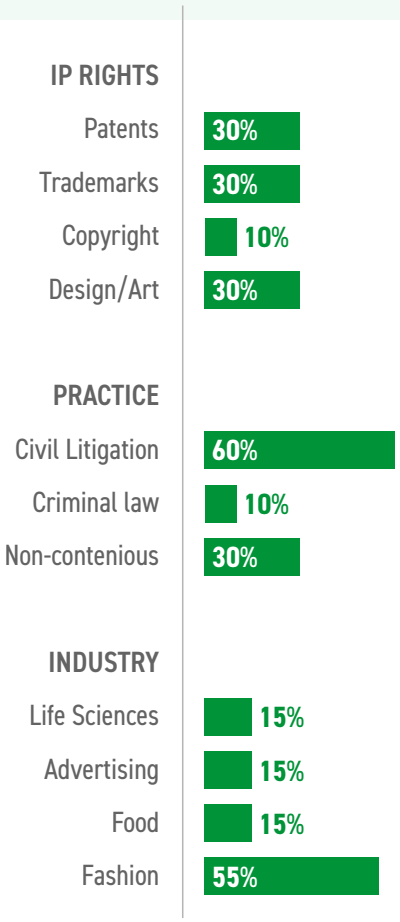
THE FIRM'S STRENGTHS*

1. expertise and practice in all IP related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. cost-effective assistance.

NAMES OF PARTNERS

Niccolò Ferretti

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



IP ACTIVITIES **5 %**

*according to clients and market observers

NUNZIANTE MAGRONE

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	A	2 • 50%	1 • 100%	Niccolò Ferretti
Trademarks	A	2 • 50%	1 • 100%	Niccolò Ferretti
Copyright	B	3 • 75%	1 • 100%	Niccolò Ferretti
Design/Art	A	3 • 75%	1 • 100%	Niccolò Ferretti
Life Sciences	A	2 • 50%	1 • 100%	Niccolò Ferretti
Advertising	A	3 • 75%	1 • 100%	Niccolò Ferretti
Food	A	3 • 75%	1 • 100%	Niccolò Ferretti
Fashion	A	3 • 75%	1 • 100%	Niccolò Ferretti
Civil Litigation	A	2 • 50%	1 • 100%	Niccolò Ferretti
Criminal law	B	1 • 25%	-	-

The lawyers may have an active role in different practice areas.

NAUS — € 3,5 mln

TYPE OF MATTER
IP - Trademarks Litigation

LEAD PARTNER
Niccolò Ferretti

COUNTERPARTY
Gaetano Mattiolo

Successfully assisted Naus which allowed the client to keep on using the trademark GAI MATTIOLO.

Bonacina Design Group Srl /Albini

TYPE OF MATTER
IP - Design

LEAD PARTNER
Niccolò Ferretti

COUNTERPARTY
-

Assisted in the closing of a main license agreement with the heir of one of the most popular Italian architect/designer of the last century, author of several icons of the Italian design in the furniture field.

Strategia Srl/Tata Italia SpA

TYPE OF MATTER
IP – Design Litigation

LEAD PARTNER
Niccolò Ferretti

COUNTERPARTY
-

Assisted in the closing of a remunerative settlement agreement after a couple of years of judiciary litigation, for the infringement of shoes design rights.

Other clients: Conte of Florence, Euphoton Srl. /Biolitec, and other Italian and foreign companies of different industry sectors.

MONDAY, OCTOBER **29**

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foodcommunity Awards

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FOR FURTHER INFORMATION:

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ORSINGHER ORTU

LAW FIRM | IP&TMT DEPARTMENT | PRACTICE AREAS | CLIENTS

RANKING

Directories average	legalcommunity
C	A

"Champs in compLEX"

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www.orsingher.com

In 2017 Orsingher Ortu's **IP practice** embraced each area:

- legal assistance for the creation, development, use, assignment and protection of intellectual work, technical solutions and technologies, internet and e-commerce, proprietary information and competitive positioning tools;
- litigation (mostly patent, trademark and copyright litigation), arbitration and other alternative dispute resolution techniques, anti-counterfeiting measures;
- mapping and assessment of intangible and technological assets within the context of large corporate and finance transactions (due diligence) and in tax-sensitive structures (Patent Box).

As for **TMT**, the firm has a leading market position in the IT and outsourcing arena, internet, e-commerce and data protection fields, media, publishing and entertainment sectors. The firm assists a number of key players in the TV and film industries and in the gaming field; in the advertising sector Orsingher Ortu assists the most prominent advertising agencies.

MARKET FEEDBACK ON THE FIRM*

«The expertise, experience and standing of its partners makes the difference in most cases».

«Top-quality firm. Perfect, efficient and direct business relationship. The legal advice is always business-oriented. The team is available 24/7».

«Competence and flexibility. Strong skills combined with profound knowledge of our business processes».

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Matteo Orsingher: «High-level work: dedication, passion, business-oriented approach, expertise».

Marco Consonni: «Excellent multi-disciplinary skills and strong negotiation skills».

Fabrizio Sanna: «Excellent work. Competence and flexibility».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS										TMT PRACTICE AREAS			
		Patents	Trademarks	Copyright	Design	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law	Information Technology	Media	Telecommunications	Privacy
Matteo Orsingher	★	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓
Fabrizio Sanna	AA	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓
Domenico Colella	A	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓
Other notable lawyers according to market sources	**Ludovico Anselmi** (Counsel), **Marta Minonne** (Associate)														

*summary of interviews with clients

ORSINGHER ORTU

HEAD OF IP DEPARTMENT

MATTEO ORSINGHER (photo), **FABRIZIO SANNA**

HEAD OF TMT DEPARTMENT

DOMENICO COLELLA (Information Technology), **MARCO CONSONNI** (Digital), **MATTEO ORSINGHER and FABRIZIO SANNA** (photo - Media)

4	10	2	4
20% Partners	50% Associates	10% Counsels	20% Trainees

5	15	2	5
18,5% Partners	55,5% Associates	7,4% Counsels	18,5% Trainees

NAMES OF PARTNERS

Marco Consonni, Domenico Colella, Matteo Orsingher, Fabrizio Sanna

NAMES OF PARTNERS

Marco Consonni, Domenico Colella, Sasha D'Ecclesis, Matteo Orsingher, Fabrizio Sanna

THE FIRM'S STRENGTHS*

1. expertise and practice in all IP and TMT related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. multidisciplinary team able to offer a complete range of services;
6. cost-effective assistance.

HIRES IN THE LAST 12 MONTHS 4

NAME. **Arturo Santoro (Associate)**
JOINED FROM. **Pirola Pennuto Zei & Associati**

NAME. **Francesca Barra (Associate)**
JOINED FROM. **Cleary Gottlieb**

NAME. **Giulia Loi (Associate)**
JOINED FROM. **Ernst&Young Financial - Business Advisors Spa**

NAME. **Olga Sithar (Trainee)**

*according to clients and market observers

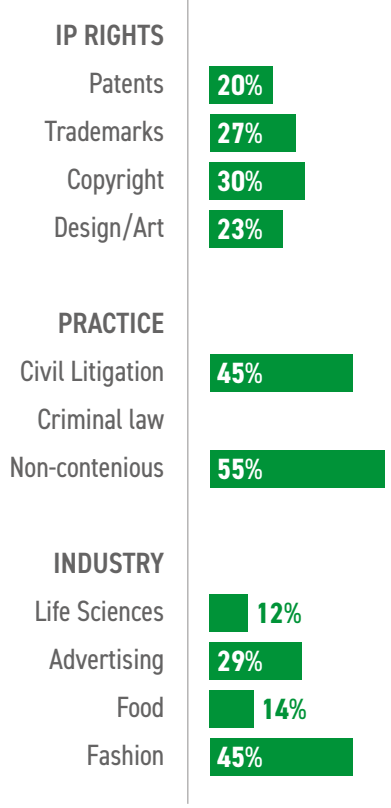
ORSINGHER ORTU

NOTABLE LAWYERS ACCORDING TO THE FIRM

Ludovico Anselmi (Counsel): "His practice includes litigation and transactional support at national and international level".

Marta Minonne (Senior Associate): "Her practice includes a broad range of IT and IP related transactional matters such as licensing agreements, distributorship, content agreements and clearance, Internet and e-commerce strategy".

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS

IP&TMT ACTIVITIES	40-50 %

ORSINGHER ORTU

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	A	20 • 100%	4 • 100%	Marco Consonni, Domenico Colella, Matteo Orsingher, Fabrizio Sanna
Trademarks	A	20 • 100%	4 • 100%	Marco Consonni, Domenico Colella, Matteo Orsingher, Fabrizio Sanna
Copyright	A	20 • 100%	4 • 100%	Marco Consonni, Domenico Colella, Matteo Orsingher, Fabrizio Sanna
Design	A	20 • 100%	4 • 100%	Marco Consonni, Domenico Colella, Matteo Orsingher, Fabrizio Sanna
Life Sciences	A	20 • 100%	4 • 100%	Marco Consonni, Domenico Colella, Matteo Orsingher, Fabrizio Sanna
Advertising	A	20 • 100%	4 • 100%	Marco Consonni, Domenico Colella, Matteo Orsingher, Fabrizio Sanna
Food	A	20 • 100%	4 • 100%	Marco Consonni, Domenico Colella, Matteo Orsingher, Fabrizio Sanna
Fashion	A	20 • 100%	4 • 100%	Marco Consonni, Domenico Colella, Matteo Orsingher, Fabrizio Sanna
Civil Litigation	A	20 • 100%	4 • 100%	Marco Consonni, Domenico Colella, Matteo Orsingher, Fabrizio Sanna
Information Technology	A	27 • 100%	5 • 100%	Marco Consonni, Domenico Colella, Sasha D'Ecclesis, Matteo Orsingher, Fabrizio Sanna
Media	A	27 • 100%	5 • 100%	Marco Consonni, Domenico Colella, Sasha D'Ecclesis, Matteo Orsingher, Fabrizio Sanna
Telecommunications	A	27 • 100%	5 • 100%	Marco Consonni, Domenico Colella, Sasha D'Ecclesis, Matteo Orsingher, Fabrizio Sanna
Privacy	A	27 • 100%	5 • 100%	Marco Consonni, Domenico Colella, Sasha D'Ecclesis, Matteo Orsingher, Fabrizio Sanna

The lawyers may have an active role in different practice areas.

Ferrari S.p.A.

TYPE OF MATTER
IP – Trademarks - Design

LEAD PARTNERS
Fabrizio Sanna, Matteo Orsingher

COUNTERPARTY
CMC, ABC Brianza and others producers

On-going assistance in the litigation campaign started against the unlicensed manufacturers of car toy models reproducing Ferrari's trademark and designs.

The Walt Disney Company

TYPE OF MATTER
IP - Advertising

LEAD PARTNER
Matteo Orsingher

COUNTERPARTY
Wind

Assisted in an interlocutory proceeding brought against WIND for the unlawful exploitation of the Star Wars saga characters in the context of a promotional campaign. This case has been key for the protection of Disney's right against ambush marketing practices started by WIND.

Other clients: Advanced Magazine Publisher Inc. and Edizioni Condé Nast, TBWA Agency, Amazon, Hewlett Packard, Tagetik, Yahoo!

OSBORNE CLARKE

RANKING

Directories average	legalcommunity
-	B

NEWS

As part of the plans to grow the Digital Business sector, in 2017: **Andrea Rizzi** was appointed as new Partner and Head of Digital Business Italy, **Pierfilippo Capello** and **Andrea Bozza** joined the firm to develop Osborne Clarke's Entertainment and Sport practice, **Gianluigi Marino** was appointed as Partner in the Digital Business team and **Gaetano Dimita**, an expert of video games and interactive entertainment law, was appointed as Of Counsel to the Italian digital business team

In 2017 Osborne Clarke expanded its focus on entertainment to include interactive entertainment and sports. During 2017 the firm has been advising social media and digital media platforms in connection with the provision of audio-visual media and other entertainment services (e.g.: video on demand / Internet TV, video games, music and e-books) through OTT platforms, covering the entire range of commercial law issues including IP, Advertising and Marketing, Consumers Law, Regulatory, Electronic Payments, E-commerce and Data Protection issues.
Naturally the GDPR accounts for a large part of Osborne Clarke's team work in 2017.
Also, with the coming into force of the Trade Secrets Directive, trade secrecy is a topic the firm is starting to address: Osborne Clarke is now advising clients going into R&D agreements or joint ventures in which they will be sharing some of their technical know-how with another party how should trade secrets be handled in the agreement.

MARKET FEEDBACK ON THE FIRM*

«I started working with Osborne Clarke more than 15 years ago. Very good firm. Very strong and harmonious business relationship. Very competent team, great reactivity, they are always available».

«Competent, high-quality dedicated team. International coverage with direct presence in EU countries where our Group operates».

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Federico Ferrara: «He is brilliant. Competence, cleverness, experience».

Gianluigi Marino: «Very good work. Deep and concrete expertise in privacy matters».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS										TMT PRACTICE AREAS			
		Patents	Trademarks	Copyright	Design	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law	Information Technology	Media	Telecommunications	Privacy
Federico M. Ferrara	B	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓		
Andrea Rizzi	B		✓	✓	✓		✓					✓	✓	✓	
Gianluigi Marino	B											✓	✓		✓
Enrico Fabrizi	B						✓								
Pierfilippo Capello	B												✓		
Andrea Bozza	B												✓		
Other notable lawyers according to market sources	**Marialaura Boni** (Senior Associate), **Alessandra Corigliano** (Senior Lawyer)														

*summary of interviews with clients

OSBORNE CLARKE

HEAD OF IP DEPARTMENT

FEDERICO M. FERRARA

HEAD OF TMT DEPARTMENT

ANDREA RIZZI

5	6	1	4
31,2% Partners	37,5% Associates	6,2% Counsels	25% Trainees

5	5	1	2
38,4% Partners	38,4% Associates	7,7% Counsels	15,3% Trainees

NAMES OF PARTNERS

Federico M. Ferrara, Andrea Rizzi, Andrea Bozza, Pierfilippo Capello, Enrico Fabrizi

NAMES OF PARTNERS

Andrea Rizzi, Federico M. Ferrara, Gianluigi Marino, Pierfilippo Capello, Andrea Bozza

THE FIRM'S STRENGTHS*

1. expertise and practice in all IP and TMT related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. multidisciplinary team able to offer a complete range of services in domestic and cross-border operations.

HIRES IN THE LAST 12 MONTHS 4

NAME. **Andrea Rizzi (Partner)**
JOINED FROM. **In-house counsel in the UK - Activision Blizzard and Take Two Interactive Software**

NAME. **Pierfilippo Capello (Partner)**
JOINED FROM. **Studio Legale Guardamagna e Associati**

NAME. **Andrea Bozza (Partner)**
JOINED FROM. **Studio Legale Guardamagna e Associati**

NAME. **Gaetano Dimita (Of Counsel)**

HIRES IN THE LAST 12 MONTHS 5

NAME. **Andrea Rizzi (Partner)**
JOINED FROM. **In-house counsel in the UK - Activision Blizzard and Take Two Interactive Software**

NAME. **Pierfilippo Capello (Partner)**
JOINED FROM. **Studio Legale Guardamagna e Associati**

NAME. **Andrea Bozza (Partner)**
JOINED FROM. **Studio Legale Guardamagna e Associati**

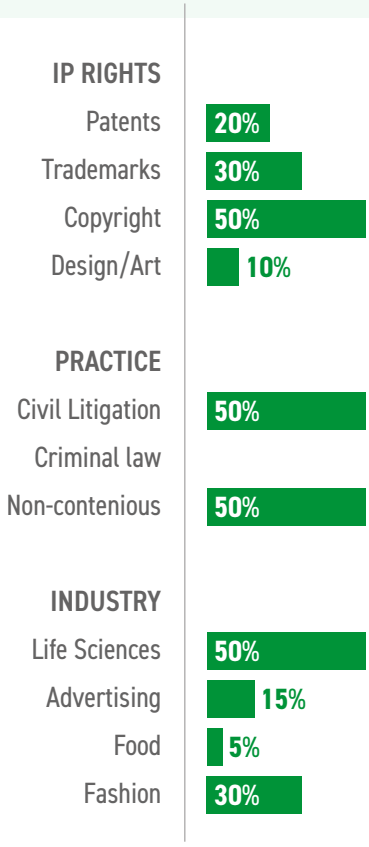
NAME. **Gaetano Dimita (Of Counsel)**

NAME. **Gianluigi Marino (Partner)**
JOINED FROM. **DLA Piper**

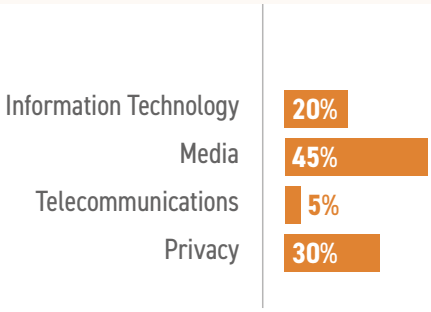
*according to clients and market observers

OSBORNE CLARKE

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



IP&TMT ACTIVITIES	20 %

OSBORNE CLARKE

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	B	3 • 18,7%	1 • 20%	Federico M. Ferrara
Trademarks	B	4 • 25%	2 • 40%	Federico M. Ferrara, Andrea Rizzi
Copyright	A	4 • 25%	2 • 40%	Federico M. Ferrara, Andrea Rizzi
Design/Art	C	4 • 25%	2 • 40%	Federico M. Ferrara, Andrea Rizzi
Life Sciences	B	5 • 31,2%	1 • 20%	Federico M. Ferrara
Advertising	B	9 • 56,2%	3 • 60%	Federico M. Ferrara, Enrico Fabrizi, Andrea Rizzi
Food	C	3 • 18,7%	1 • 20%	Federico M. Ferrara
Fashion	B	3 • 18,7%	1 • 20%	Federico M. Ferrara
Civil Litigation	B	3 • 18,7%	1 • 20%	Federico M. Ferrara
Information Technology	B	4 • 30,7%	2 • 40%	Andrea Rizzi, Gianluigi Marino
Media	A	8 • 61,5%	5 • 100%	Andrea Rizzi, Gianluigi Marino, Pierfilippo Capello, Andrea Bozza, Federico Ferrara
Telecommunications	B	3 • 23%	1 • 20%	Andrea Rizzi
Privacy	A	5 • 38,4%	1 • 20%	Gianluigi Marino

The lawyers may have an active role in different practice areas.

SMPublishing (Italy) S.r.l.

TYPE OF MATTER
IP - Litigation – Copyright

LEAD PARTNER
Federico M. Ferrara

COUNTERPARTY
RAI and FremantleMedia S.p.A.

Osborne Clarke successfully represented SMPublishing (Italy) S.r.l. (a company belonging to the Sony/ATV group) before the Italian Supreme Court of Cassation, brought against RAI and FremantleMedia S.p.A. Sony claimed that the use by RAI and FremantleMedia of certain songs in its catalogue of a famous Italian soap opera "Un posto al sole" should be considered as synchronisation and therefore that said use required specific approval by Sony, as it fell outside the scope of the licence that RAI had obtained from SIAE for the public performance of the works. This Supreme Court decision constitutes a leading case in musical works copyright.

Fabio Capello

TYPE OF MATTER
IP&TMT - Image Rights (Media – Sport)

LEAD PARTNERS
Pierfilippo Capello, Andrea Bozza

COUNTERPARTY
Suning Holdings Group

Advice, negotiations and drafting of contracts for the management of image and name rights pursuant to the copyright law for leading Italian football manager Fabio Capello, in connection with his employment relationship with the Chinese premier league football club Jiangsu Suning. This matter is noted given the fame of the client and also of the counterparty, a company that also owns Inter Milan.

Wide variety of clients

TYPE OF MATTER
TMT - Privacy

LEAD PARTNER
Gianluigi Marino

COUNTERPARTY
-

Ongoing assistance on GDPR compliance: GAP analyses, drafting of action plans, identification of actions to correct the situation, training to staff on new provisions, monitoring on on-going situation.

Other clients: Italian and foreign companies of different industry sectors

PANETTA & ASSOCIATI

RANKING

NEW

Directories average	legalcommunity
-	B+

Panetta & Associati is a boutique firm specializing in data protection and privacy.
In 2017, the team mostly focused on the GDPR implementation and IT/Privacy related matter, in particular for TLC clients.

MARKET FEEDBACK ON THE FIRM*

«Excellent firm, excellent business relationship and service. I chose to work with this firm because of Rocco Panetta's reputation in the legal community with regard to privacy matters».

«Very skilled, professional, competent and pragmatic team. They always find innovative solutions. Great capacity of understanding the market/industry and context».

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Rocco Panetta: «Excellent work. He couples deep technical skills with client dedication».
«Outstanding, very professional, excellent relations skills. Expertise and business acumen. I chose to work with this firm because Mr. Panetta is a point of reference in data protection and privacy».

Lorenzo Cristofaro: «Accurate, analytical, pragmatic».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	TMT PRACTICE AREAS				Other notable lawyers according to market sources
		Information Technology	Media	Telecommunications	Privacy	
Rocco Panetta	A	✓		✓	✓	**Lorenzo Cristofaro** (Senior Associate)

*summary of interviews with clients

PANETTA & ASSOCIATI

HEAD OF TMT DEPARTMENT

ROCCO PANETTA

THE FIRM'S STRENGTHS*

1. expertise and practice in all TMT related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. cost-effective assistance.

1	4	-	2
14,2%	57,1%	-	28,5%
Partners	Associates	Counsels	Trainees

NAMES OF PARTNERS

Rocco Panetta

NOTABLE LAWYERS ACCORDING TO THE FIRM

Lorenzo Cristofaro (Senior Associate)

Marco Lauricella (Senior Associate)

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS

Information Technology	15%
Media	
Telecommunications	15%
Privacy	70%
TMT ACTIVITIES	80 %

*according to clients and market observers

PANETTA & ASSOCIATI

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Information Technology	B	7 • 100%	1 • 100%	Rocco Panetta
Telecommunications	B	7 • 100%	1 • 100%	Rocco Panetta
Privacy	A	7 • 100%	1 • 100%	Rocco Panetta

Conad

TYPE OF MATTER
TMT - Privacy

LEAD PARTNER
Rocco Panetta

COUNTERPARTY
IRI – DiTech

Assisted Conad Group on all regulatory and commercial privacy activities reshaping the entire marketing and profiling strategy of the Group.

Leaseplan

TYPE OF MATTER
TMT - Privacy

LEAD PARTNER
Rocco Panetta

COUNTERPARTY
-

The firm applied and successfully negotiated for Leaseplan the Binding Corporate Rules towards the Italian Data Protection Authority (DPA).

Other clients: Italian and foreign companies of different industry sectors

The lawyers may have an active role in different practice areas.

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PAVIA E ANSALDO

RANKING	
Directories average	legalcommunity
C-	B

Pavia e Ansaldo is always very much involved in **IP matters** concerning pharmaceuticals with increasing complexity of litigations schemes brought at civil and administrative level in the fight between originators and genericists.
The firm has seen a growth in complex trade secrets, copyright and database infringement and misappropriation cases.
In 2017 the **TMT team** was mostly involved in antitrust damages compensation lawsuits, contracts drafting and negotiation and the assessment of legal compliance of new commercial projects. In the telecommunication field, the firm started to assist - in a plurality of regulatory legal issues - Open Fiber S.p.a. (a joint venture between Enel S.p.a. and Cassa Depositi e Prestiti S.p.a.), one of the main operator that is investing and developing the optic fiber network system in the most important Italian cities.

MARKET FEEDBACK ON THE FIRM*

«Pavia e Ansaldo is among the best firms I have worked with. The firm's strengths: (i) quick to respond to client inquiries (ii) Creative in legal solutions (iii) Diligent and aggressive in representing clients' interests in court».

«Excellent firm and business relationship. Multidisciplinary competences and renowned international standing».

«Cost, quality of services and timing are the firm's strengths »

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Gian Paolo di Santo: «He is a top notch lawyer, responsive and creative».

Filippo Fioretti: «Multi-disciplinary skills and result-oriented approach».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS										TMT PRACTICE AREAS			
		Patents	Trademarks	Copyright	Design	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law	Information Technology	Media	Telecommunications	Privacy
Gian Paolo Di Santo	A	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓			
Filippo Fioretti	B											✓		✓	

*summary of interviews with clients

PAVIA E ANSALDO

HEAD OF IP DEPARTMENT

GIAN PAOLO DI SANTO

HEAD OF TMT DEPARTMENT

STEFANO BIANCHI (photo - Corporate),

NICO MORAVIA (Regulatory)

1	1	3	-	5	2	1	2
20% Partners	20% Associates	60% Counsels	- Trainees	50% Partners	20% Associates	10% Counsels	20% Trainees

NAMES OF PARTNERS

Gian Paolo Di Santo

NAMES OF PARTNERS

Stefano Bianchi, Nico Moravia, Anna Saraceno, Marco Giustiniani, Filippo Fioretti

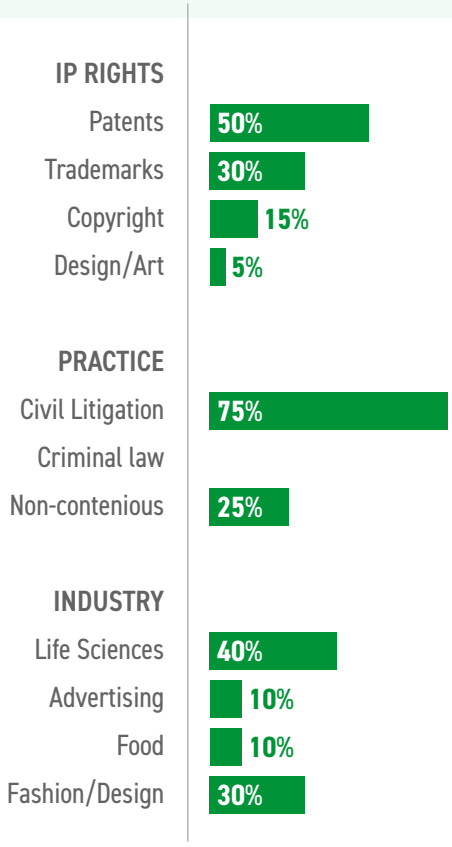
THE FIRM'S STRENGTHS*

1. expertise and practice in all IP and TMT related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. multidisciplinary team able to offer a complete range of services in domestic and cross-border operations;
6. cost-effective assistance.

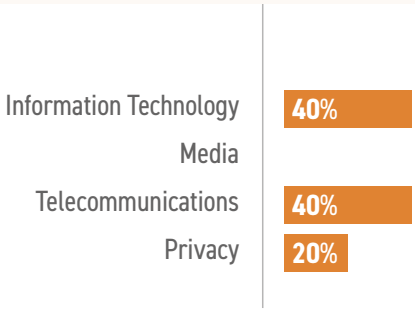
*according to clients and market observers

PAVIA E ANSALDO

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



IP ACTIVITIES	10 %

TMT ACTIVITIES	XX %

PAVIA E ANSALDO

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	A	5 • 100%	1 • 100%	Gian Paolo Di Santo
Trademarks	A	5 • 100%	1 • 100%	Gian Paolo Di Santo
Copyright	B	5 • 100%	1 • 100%	Gian Paolo Di Santo
Design/Art	B	5 • 100%	1 • 100%	Gian Paolo Di Santo
Life Sciences	A	5 • 100%	1 • 100%	Gian Paolo Di Santo
Advertising	C	5 • 100%	1 • 100%	Gian Paolo Di Santo
Food	C	5 • 100%	1 • 100%	Gian Paolo Di Santo
Fashion	A	22	1 • 100% + 13	Gian Paolo Di Santo + Enrico Banchero, Stefano Bianchi, Paola Carlotti, Federico Cavazza Rossi, Enrico Del Guerra, Elena Felici, Vittorio Loi, Mia Rinetti, Meritxell Roca Ortega, Valentina Simonelli, Carlo Trucco, Adriano Villa, Roberto Zanchi
Civil Litigation	B	5 • 100%	1 • 100%	Gian Paolo Di Santo
Information Technology	B	10 • 100% + 2	5 + 1	Stefano Bianchi, Nico Moravia, Anna Saraceno, Marco Giustiniani, Filippo Fioretti + Gian Paolo Di Santo (IP Department)
Telecommunications	B	10 • 100%	5 • 100%	Stefano Bianchi, Nico Moravia, Anna Saraceno, Marco Giustiniani, Filippo Fioretti
Privacy	B	2 • 20%	1	Deborah Bolco

The lawyers may have an active role in different practice areas.

PRL – Polo Ralph Lauren

TYPE OF MATTER
IP - Trademarks

LEAD PARTNER
Gian Paolo Di Santo

COUNTERPARTY
Studio Legale Prof. Cartella

Legal proceedings against a group of infringers using several trademarks under the brand "Greenwich Polo Club" depicting a "polo player" similar to the well-known polo player by PRL. The litigation has been settled after the precautionary stage with the full acknowledgment of the prior rights of PRL by the infringers.

Genentech

Global market of the product at stake exceeding € **300** mln

TYPE OF MATTER
IP – Civil litigation

LEAD PARTNER
Gian Paolo Di Santo

COUNTERPARTY
Allen & Overy, Trevisan & Cuonzo

Assisting in a cross-border non-infringement action brought in UK by Eli Lilly against Genentech. This is one the first cases in which a company has brought a cross-border action in a single jurisdic-tion (in this case UK) in order to have one single decision valid for many countries in Europe.

PRL – Polo Ralph Lauren

TYPE OF MATTER
IP - Trademarks

LEAD PARTNER
Gian Paolo Di Santo

COUNTERPARTY
-

Legal proceedings against a group of infringers using several trademarks under the brand "HARVEY MILLER Polo Club" depicting a "polo player" similar to the well known polo player by PRL. The Italian lawsuits have been concluded by two decisions issued by the Court of appeal of Milan that acknowledged the infringement upon PRL, mainly confirming the first degree decisions. This litigation has a cross borders relevance as there are several pending proceedings to challenge the same infringing trademarks in Germany and other European jurisdictions.

Other clients: Open Fiber S.p.a., JVC Kenwood Corporation and other Italian and foreign companies of different industry sectors.

PORTOLANO CAVALLO

LAW FIRM | IP&TMT DEPARTMENT | PRACTICE AREAS

RANKING	
Directories average	legalcommunity
A-	A

In 2017 Portolano Cavallo's **IP team** faced an increasing number of new cases in the area of copyright (litigation and non-contentious). In particular the team is assisting a number of film production companies in copyright litigations and transactional work related to production of movies and documentaries realized on the Italian territory. Digital advertising is another hot topic.
TMT is an industry focus for Portolano Cavallo: the firm's practice spans through literally all aspects (transactional, regulatory, litigation, data protection, etc.) and all sectors of TMT: TV, TLC, internet, e-commerce, technology, advertising, press and publishing.
During 2017, requests of clients focused on data protection, regulatory and IP issues raised by new technologies, digitalization of financial services; in particular, in 2017 the work in data protection and Fintech increased significantly.

MARKET FEEDBACK ON THE FIRM*

« Excellent, top-class firm. Deep knowledge of the industry both in terms of law and regulations and stakeholders, market and business in general. Style and elegance. Great expertise and technical skills».

«High profile firm. Top player in the media arena. They fully understand our needs and are always available and kind. I chose the firm for its young and smart approach».

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Ernesto Apa: «Expertise, know-how and experience in media regulatory law and TV industry. Very friendly approach. Excellent mediator».
«Excellent work. Very wide experience in the media field. Business acumen».
«Quick to identify and address every legal issue behind projects, available for brainstorming and supporting in finding appropriate solutions, reliable and responsive».

Francesco Portolano: «An authority in the media sector».
«Exceptional and super-qualified. Great technical skills and knowledge of the market».

Laura Liguori: «She is extremely pragmatic and business-oriented».

Lydia Mendola: «Highly professional, proximity to the client, strong problem-solving skills».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS										TMT PRACTICE AREAS			
		Patents	Trademarks	Copyright	Design	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law	Information Technology	Media	Telecommunications	Privacy
Francesco Portolano	AA											✓	✓		
Ernesto Apa	A			✓			✓					✓			✓
Laura Liguori	B											✓			✓
Lydia Mendola	B	✓	✓	✓	✓	✓	✓		✓	✓		✓	✓		
Other notable lawyers according to market sources	**Fabiana Bisceglia** (Associate), **Donata Cordone** (Associate), **Adriano D'Ottavio** (Associate), **Chiara Marchisotti** (Associate), **Luca Gambini** (Counsel)														

*summary of interviews with clients

PORTOLANO CAVALLO

HEAD OF IP DEPARTMENT

LYDIA MENDOLA

HEAD OF TMT DEPARTMENT

ERNESTO APA

7	9	-	-
43,7% Partners	56,2% Associates	- Counsels	- Trainees

14	16	4
41,2% Partners + Counsel	47% Associates + Trainees	11,8% Of Counsels

NAMES OF PARTNERS

Ernesto Apa, Marco Bellezza, Manuela Cavallo, Luca Gambini, Martina Lucenti, Lydia Mendola, Micael Montinari

NAMES OF PARTNERS

Ernesto Apa, Marco Bellezza, Manuela Cavallo, Barbara Corsetti, Tommaso Foco, Luca Gambini, Andrea Gangemi, Laura Liguori, Martina Lucenti, Lydia Mendola, Micael Montinari, Yan Pecoraro, Francesco Portolano, Antonia Verna

THE FIRM'S STRENGTHS*

1. expertise and practice in all IP and TMT related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners.

*according to clients and market observers

PORTOLANO CAVALLO

HIRES IN THE LAST 12 MONTHS 2

NAME. **Marco Blei (Associate)**
JOINED FROM. **BonelliErede**

NAME. **Donata Cordone (Associate)**
JOINED FROM. **Gianni, Origoni, Grippo, Cappelli & Partners**

HIRES IN THE LAST 12 MONTHS 6

NAME. **Marco Blei (Associate)**
JOINED FROM. **BonelliErede**

NAME. **Donata Cordone (Associate)**
JOINED FROM. **Gianni, Origoni, Grippo, Cappelli & Partners**

NAME. **Martina Lucenti (Counsel)**
JOINED FROM. **BonelliErede**

NAME. **Clemente Perrone da Zara (Of Counsel)**
JOINED FROM. **CBM & Partners**

NAME. **Luca Salamone (Associate)**
JOINED FROM. **Allen & Overy**

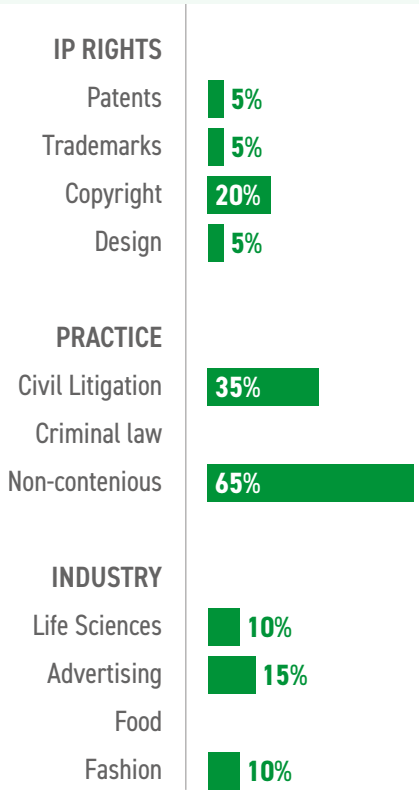
NAME. **Elisa Stefanini (Associate)**
JOINED FROM. **BonelliErede**

NOTABLE LAWYERS ACCORDING TO THE FIRM

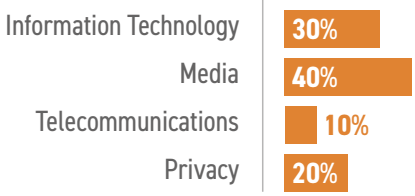
Donata Cordone (Associate): "She deals directly with strategic clients in the area of copyright and advertising".

Adriano D'Ottavio (Associate): "He is a rising star in the privacy landscape".

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



PORTOLANO CAVALLO

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	A	6 • 37,5%	2 • 28,5%	Lydia Mendola, Micael Montinari
Trademarks	A	6 • 37,5%	2 • 28,5%	Lydia Mendola, Micael Montinari
Copyright	A	11 • 68,7%	5 • 71,4%	Ernesto Apa, Marco Bellezza, Manuela Cavallo, Lydia Mendola, Micael Montinari
Design	A	2 • 12,5%	1 • 14,2%	Lydia Mendola
Life Sciences	A	4 • 25%	2 • 28,5%	Luca Gambini, Lydia Mendola
Advertising	A	9 • 56,2%	3 • 42,8%	Ernesto Apa, Marco Bellezza, Lydia Mendola
Fashion	A	4 • 25%	2 • 28,5%	Manuela Cavallo, Lydia Mendola
Civil Litigation	A	5 • 31,2%	3 • 42,8% + 1	Martina Lucenti, Lydia Mendola, Micael Montinari + Clemente Perrone da Zara (Of Counsel)
Information Technology	A	34 • 100%	14 • 100%	Ernesto Apa, Marco Bellezza, Manuela Cavallo, Barbara Corsetti, Tommaso Foco, Luca Gambini, Andrea Gangemi, Laura Liguori, Martina Lucenti, Lydia Mendola, Micael Montinari, Yan Pecoraro, Francesco Portolano, Antonia Verna
Media	A	15 • 44,1%	5 • 35,7%	Ernesto Apa, Manuela Cavallo, Lydia Mendola, Yan Pecoraro, and Francesco Portolano
Telecommunications	A	5 • 14,7%	1 • 7,1%	Ernesto Apa
Privacy	A	10 • 29,4%	2 • 14,2%	Laura Liguori, Marco Bellezza

The lawyers may have an active role in different practice areas.

R&P LEGAL

LAW FIRM | IP&TMT DEPARTMENT | PRACTICE AREAS | CLIENTS

RANKING

Directories average	legalcommunity
C	A-

The firm provides in-depth IP &TMT knowledge of all the legal issues involved, guaranteeing the utmost efficiency at competitive fees. Strong focus on criminal law relating to new technology and advertising.

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS										TMT PRACTICE AREAS			
		Patents	Trademarks	Copyright	Design	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law	Information Technology	Media	Telecommunications	Privacy
Riccardo Rossotto	AA	✓	✓	✓			✓					✓	✓		
Giuseppe Vaciago	A			✓							✓	✓		✓	✓
Paolo De Carlo	A					✓						✓			
Pierluigi De Palma	A			✓								✓	✓		
Gianluca Moretta	B	✓	✓	✓	✓		✓		✓			✓			✓

R&P LEGAL

HEAD OF IP DEPARTMENT

GIANLUCA MORRETTA (photo), LUCA EGITTO

10	12	-	4
38,4%	46,2%	-	15,4%
Partners	Associates	Counsels	Trainees

NAMES OF PARTNERS

Chiara Agostini, Paolo De Carlo, Pierluigi De Palma, Luca Egitto, Francesca Lodigiani, Gianluca Morretta, Pietro Perugini, Riccardo Rossotto, Monica Togliatto, Giuseppe Vaciago

HEAD OF TMT DEPARTMENT

FRANCESCA LODIGIANI, PIERLUIGI DE PALMA (photo)

10	14	-	4
35,7%	50%	-	14,3%
Partners	Associates	Counsels	Trainees

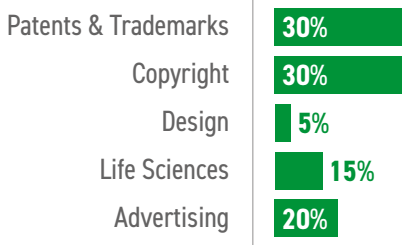
NAMES OF PARTNERS

Chiara Agostini, Paolo De Carlo, Pierluigi De Palma, Luca Egitto, Francesca Lodigiani, Gianluca Morretta, Pietro Perugini, Riccardo Rossotto, Monica Togliatto, Giuseppe Vaciago

THE FIRM'S STRENGTHS*

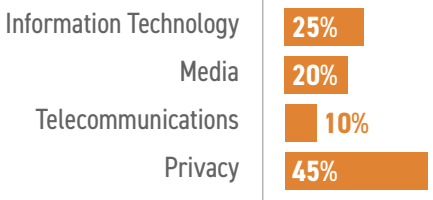
1. expertise and practice in all IP and TMT related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. multidisciplinary team able to offer a complete range of services;
6. cost-effective assistance.

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



IP ACTIVITIES **7 %**

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



TMT ACTIVITIES **7 %**

*according to clients and market observers

R&P LEGAL

LAW FIRM | IP&TMT DEPARTMENT | PRACTICE AREAS

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	A	12 • 46,1%	6 • 60%	Chiara Agostini, Luca Egitto, Gianluca Mor-retta, Pietro Perugini, Riccardo Rossotto, Monica Togliatto
Trademarks	A	12 • 46,1%	6 • 60%	Chiara Agostini, Luca Egitto, Gianluca Morretta, Pietro Perugini, Riccardo Rossotto, Monica Togliatto
Copyright	A	12 • 46,1%	9 • 90%	Chiara Agostini, Pierluigi De Palma, Luca Egitto, Francesca Lodigiani, Gianluca Mor-retta, Pietro Perugini, Riccardo Rossotto, Monica Togliatto, Giuseppe Vaciago
Design	B	4 • 15,3%	2 • 20%	Luca Egitto, Gianluca Morretta
Life Sciences	A	2 • 7,7%	1 • 10%	Paolo De Carlo
Advertising	A	8 • 30,7%	5 • 50%	Chiara Agostini, Gianluca Morretta, Riccardo Rossotto, Monica Togliatto, Luca Egitto
Food	B	4 • 15,3%	2 • 20%	Chiara Agostini, Monica Togliatto
Fashion	B	4 • 15,3%	3 • 30%	Chiara Agostini, Luca Egitto, Gianluca Morretta
Criminal law	A	4 • 15,3%	1 • 10% + 1	Giuseppe Vaciago + Piero Magri
Information Technology	B	14 • 50%	7 • 70%	Chiara Agostini, Paolo De Carlo, Pierluigi De Palma, Luca Egitto, Riccardo Rossotto, Gian-luca Morretta, Giuseppe Vaciago
Media	A	12 • 42,8%	6 • 60%	Chiara Agostini, Pierluigi De Palma, Francesca Lodigiani, Pietro Perugini, Riccardo Rossot-to, Monica Togliatto
Telecommunications	B	4 • 14,2%	2 • 20%	Francesca Lodigiani, Giuseppe Vaciago
Privacy	B	12 • 42,8%	6 • 60%	Chiara Agostini, Luca Egitto, Francesca Lodigiani, Gianluca Morretta, Monica Togliatto, Giu-seppe Vaciago

The lawyers may have an active role in different practice areas.

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RAPISARDI E GINEVRA AVVOCATI ASSOCIATI

RANKING

NEW

Directories average	legalcommunity
-	C+

MARKET FEEDBACK ON THE FIRM*

«We started working with the firm 10 years ago. Strong, professional, business-focussed relationship. Know-how, costs, and dedication to client. They are the best in the area of advertising compliance».

«Competence, experience, efficiency and availability.
I chose to work with this firm for the ability to immediately frame the problem and find the most appropriate solution».

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Carlo Ginevra: «Very precise and professional. Strong desire to understand our business, ability to ask the right questions».
«Knowledge, experience, balance, problem-solving skills».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS									
		Patents	Trademarks	Copyright	Design/Art	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law
Carlo Ginevra	B	✓	✓	✓	✓	✓	✓	✓	✓	✓	

*summary of interviews with clients

RAPISARDI E GINEVRA AVVOCATI ASSOCIATI

HEAD OF IP DEPARTMENT

CARLO GINEVRA

1	1	-	1
33,3% Partners	33,3% Associates	- Counsels	33,3% Trainees

THE FIRM'S STRENGTHS*

1. expertise and practice in all IP related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. cost-effective assistance.

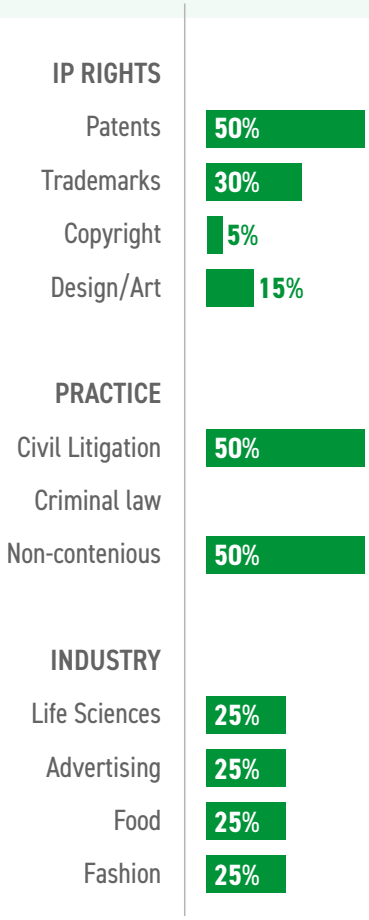
NAMES OF PARTNERS

Carlo Ginevra

NOTABLE LAWYERS ACCORDING TO THE FIRM

Andrea Marchetti (Associate): "Andrea Marchetti practises on all aspects of intellectual property law (patents and know-how, trademarks and other distinctive signs, designs, unfair competition, copyright) and advertising law, carrying out out-of-court advice and judicial assistance".

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



IP ACTIVITIES **80 %**

*according to clients and market observers

RAPISARDI E GINEVRA AVVOCATI ASSOCIATI

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	A	2 • 66,6%	1 • 100%	Carlo Ginevra
Trademarks	A	3 • 100%	1 • 100%	Carlo Ginevra
Copyright	B	3 • 100%	1 • 100%	Carlo Ginevra
Design/Art	B	3 • 100%	1 • 100%	Carlo Ginevra
Life Sciences	C	3 • 100%	1 • 100%	Carlo Ginevra
Advertising	A	3 • 100%	1 • 100%	Carlo Ginevra
Food	C	3 • 100%	1 • 100%	Carlo Ginevra
Fashion	B	3 • 100%	1 • 100%	Carlo Ginevra
Civil Litigation	B	3 • 100% + 1	1 • 100% + 1	Carlo Ginevra + Carla Lomonaco

The lawyers may have an active role in different practice areas.

A multinational company operating in the electronics sector

€ 60 mln

TYPE OF MATTER
IP – Patents - Litigation

LEAD PARTNER
Carlo Ginevra

COUNTERPARTY
-

Carlo Ginevra is assisting one of the largest multinational corporations operating in the electronics sector on a dispute initiated by a competitor that claimed a patent infringement and damages for over € 60,000,000. The case is now pending before the Court of Appeal.

An international company operating in the field of construction materials

€ 5 mln

TYPE OF MATTER
IP – unfair competition - advertising

LEAD PARTNER
Carlo Ginevra

COUNTERPARTY
-

Assisted in proceedings for misleading advertising and unfair commercial practices initiated by the Italian Antitrust Authority (AGCM") following a complaint filed by a competitor. Following the clarifications provided by the firm, the AGCM considered that there were no grounds for initiating a preliminary inquiry and closed the case; the firm is also advising the client in a proceeding against a former employee for breach of a non-compete agreement and seeking € 600,000,00 ruling for penalties and compensation for damages.

Italian advertising agency

TYPE OF MATTER
IP - advertising

LEAD PARTNER
Carlo Ginevra

COUNTERPARTY
-

Ongoing advising on advertising issues i.e.: drafting opinions aimed at highlighting any critical issues and, if necessary, suggesting changes to address them. During 2017, the team analysed more than 20 advertising campaigns carried out by the client for major multinational companies operating in the fashion, food, and communication sectors.

Other clients: Italian and foreign companies of different industry sectors.

RÖDL & PARTNER

RANKING

Directories average	legalcommunity
–	B-

NEWS

Starting from January 2018, the IP, IT and Data Protection team grew with the arrival of **Rosa Mosca**, IP Specialist, who will have the task of implementing the new trademark "filing and prosecution" service.

Rödl & Partner is a multi-disciplinary and multilingual (mostly Italian and German lawyers) professional services firm. The firm provides a wide range of services, in the field of IP&TMT, with a strong focus on Food law and Data Protection. In the IT field, the firm has been particulary active on issues related to AI, home automation and robotics.

MARKET FEEDBACK ON THE FIRM*

«Good business relationship, based on maximum cooperation and availability. Firm's strengths: professionalism, flexibility and availability».

«Very good firm: high level of specialization and expertise and tailor-made assistance».

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Barbara Klaus: «Great dedication and attention to clients».

Nadia Martini: «Experienced and skilled, especially for IT & Privacy related matters. She is extremely pragmatic, reliable and responsive».

Rita Santaniello: «Good lawyer. Very professional and always available».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS										TMT PRACTICE AREAS			
		Patents	Trademarks	Copyright	Design	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law	Information Technology	Media	Telecommunications	Privacy
Barbara Klaus	A							✓							
Nadia Martini	B	✓	✓	✓	✓		✓					✓	✓	✓	✓
Other notable lawyers according to market sources	**Mario Pozzi** (Senior Associate), **Sara Rossi** (Junior Associate)														

*summary of interviews with clients

RÖDL & PARTNER

HEAD OF IP DEPARTMENT

NADIA MARTINI

HEAD OF TMT DEPARTMENT

NADIA MARTINI

3	1	-	4	2	1	-	3
37,5% Partners	12,5% Associates	- Counsels	50% Trainees	33,3% Partners	16,7% Associates	- Counsels	50% Trainees

NAMES OF PARTNERS

Massimiliano Perletti, Rita Santaniello, Nadia Martini

NAMES OF PARTNERS

Nadia Martini, Rita Santaniello

THE FIRM'S STRENGTHS*

1. expertise and practice in all IP and TMT related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. multidisciplinary team able to offer a complete range of services in domestic and cross-border operations;
6. international network and strong presence in Italy.

HIRES IN THE LAST 12 MONTHS 1

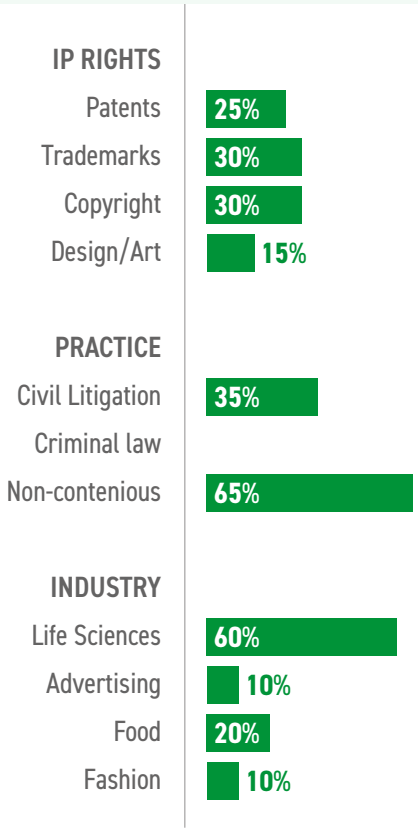
NAME. **Rosa Mosca (IP Specialist)**
JOINED FROM. **Studio Karaghiosoff e Frizzi srl**

HIRES IN THE LAST 12 MONTHS -

*according to clients and market observers

RÖDL & PARTNER

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS

IP ACTIVITIES	10 %

TMT ACTIVITIES	5 %

RÖDL & PARTNER

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	B	5 • 62,5%	1 • 33,3%	Nadia Martini
Trademarks	B	5 • 62,5%	1 • 33,3%	Nadia Martini
Copyright	B	5 • 62,5%	1 • 33,3%	Nadia Martini
Design	C	5 • 62,5%	1 • 33,3%	Nadia Martini
Life Sciences	B	3 • 37,5%	1	Alessandro Borelli (Corporate)
Advertising	B	5 • 62,5%	1 • 33,3%	Nadia Martini
Food	A	2 • 25%	1 • 33,3%	Barbara Klaus
Fashion	C	4 • 50%	1	Alessandro Borelli (Corporate)
Civil Litigation	C	4 • 50%	2 • 66,6%	Rita Santaniello, Massimiliano Perletti
Information Technology	B	4 • 66,6%	1 • 50%	Nadia Martini
Media	B	4 • 66,6%	1 • 50%	Nadia Martini
Telecommunications	C	4 • 66,6%	1 • 50%	Nadia Martini
Privacy	A	6 • 100%	2 • 100%	Nadia Martini, Rita Santaniello

The lawyers may have an active role in different practice areas.

Company providing media services

TYPE OF MATTER
TMT - Privacy

LEAD PARTNER
Nadia Martini

COUNTERPARTY
-

Assistance in all data protection issues, business and marketing projects and compliance.

Stock photo agency

TYPE OF MATTER
IP – Copyright - Civil litigation

LEAD PARTNER
Rita Santaniello

COUNTERPARTY
-

Assistance in un unfair competition case.

Electric utility company

TYPE OF MATTER
TMT - Privacy

LEAD PARTNER
Nadia Martini

COUNTERPARTY
-

Advice in all the data protection issues, business and marketing projects and compliance.

Other clients: Italian and foreign companies of different industry sectors

RUCELLAI & RAFFAELLI

LAW FIRM | IP DEPARTMENT

RANKING	
Directories average	legalcommunity
-	B

The IP team led by Founding Partner Enrico Adriano Raffaelli has extensive experience and expertise in the following areas:

- protection and circulation of intellectual property rights, trademarks, patents, know-how and copyright;
- e-commerce and the related protection of intellectual property rights, including dominion names and trademark interference;
- repression of counterfeiting and customs litigation;
- agreements for intellectual property rights;
- advice and litigation regarding unfair competition.

THE FIRM'S STRENGTHS*

1. expertise and practice in all IP related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. cost-effective services.

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS									
		Patents	Trademarks	Copyright	Design/Art	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law
Enrico Adriano Raffaelli	★	✓	✓	✓	✓	✓			✓	✓	
Michele Franzosi	C	✓	✓	✓	✓	✓			✓	✓	
Ottavia Raffaelli	C	✓	✓	✓	✓	✓			✓	✓	

*summary of interviews with clients

SANTA MARIA

RANKING	
Directories average	legalcommunity
-	B+

Santa Maria has a "historic" focus on Life Sciences.
In 2017 the IP team continued its intense work of contractual, legal advice and litigation activities on Italian and cross-border matters. In particular the team continued to develop its client portfolio with new clients, covering historic and more recent sectors such as: pharmaceuticals, healthcare, fashion, luxury, food & beverage, electronics, consumer goods. Patents and Trademarks remain the most important areas of work, both on contractual and judicial matters. The IP team is also active as originator of M&A transactions.

MARKET FEEDBACK ON THE FIRM*

«We have an excellent business relationship with the firm. Maximum availability 24/7 from the team. Tailor-made assistance».

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Luigi Fontanesi: «Experience, skills and competence».

Paola Furiosi: «Very good work. She is extremely flexible and available».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS									
		Patents	Trademarks	Copyright	Design/Art	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law
Luigi Fontanesi	A	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Paola Furiosi	B	✓	✓	✓	✓	✓	✓	✓	✓	✓	

*summary of interviews with clients

SANTA MARIA

HEAD OF IP DEPARTMENT

LUIGI FONTANESI

2	4	-	4
20% Partners	40% Associates	- Counsels	40% Trainees

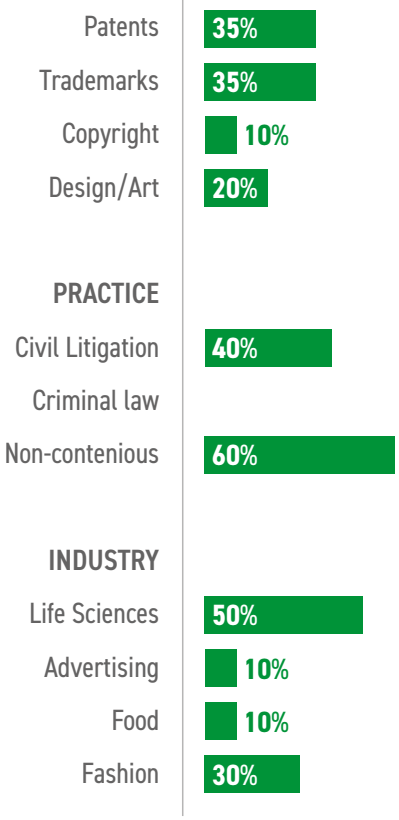
THE FIRM'S STRENGTHS*

1. expertise and practice in all IP related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. multidisciplinary team able to offer a complete range of services;
6. international network;
7. cost-effective assistance.

NAMES OF PARTNERS

Luigi Fontanesi, Claudio Biscaretti di Ruffia

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



IP ACTIVITIES	15 %

*according to clients and market observers

SANTA MARIA

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	A	5 • 50%	2 • 100%	Luigi Fontanesi, Claudio Biscaretti di Ruffia
Trademarks	A	5 • 50%	2 • 100%	Luigi Fontanesi, Claudio Biscaretti di Ruffia
Copyright	B	5 • 50%	2 • 100%	Luigi Fontanesi, Claudio Biscaretti di Ruffia
Design/Art	B	5 • 50%	2 • 100%	Luigi Fontanesi, Claudio Biscaretti di Ruffia
Life Sciences	A	5 • 50%	2 • 100%	Luigi Fontanesi, Claudio Biscaretti di Ruffia
Advertising	B	5 • 50%	2 • 100%	Luigi Fontanesi, Claudio Biscaretti di Ruffia
Food	B	5 • 50%	2 • 100%	Luigi Fontanesi, Claudio Biscaretti di Ruffia
Fashion	B	5 • 50%	2 • 100%	Luigi Fontanesi, Claudio Biscaretti di Ruffia
Civil Litigation	A	5 • 50%	2 • 100%	Luigi Fontanesi, Claudio Biscaretti di Ruffia

The lawyers may have an active role in different practice areas.

Siffra Farmaceutici S.r.l.

TYPE OF MATTER
IP - Life Sciences – Trademarks – Civil litigation

LEAD PARTNERS
Luigi Fontanesi, Paola Furiosi

COUNTERPARTY
-

The firm is assisting Siffra, a new client operating in the Life Sciences sector, in very complex trademark infringement and unfair competition proceedings before the Section for Intellectual Property in the Court of Rome; the team is also assisting the client in the drafting of new agreements as well as in the day-by-day company activity.

Villa D'Este S.p.A.

TYPE OF MATTER
IP – Trademarks – Civil litigation

LEAD PARTNERS
Luigi Fontanesi, Paola Furiosi

COUNTERPARTY
-

The firm assists historically Hotel Villa D'Este, one of the most important Italian luxury hotels, in the protection of its trademarks against Italian companies that use the brand "Villa d'Este" illicitly; the team is assisting Villa d'Este in a new litigation regarding trademark decadence.

Sonepar

TYPE OF MATTER
IP - Trademarks

LEAD PARTNERS
Luigi Fontanesi, Paola Furiosi

COUNTERPARTY
-

Santa Maria assisted Sonepar, a leading French company in the electronical sector, in the purchase of the Italian company Sacchi. The IP team oversaw all the aspects of the deal related to know how, trademarks, domain names, trade secrets, privacy, antitrust. The firm is also assisting Sonepar in complex transactions concerning the purchase of branches of business from Italian companies operating in the same sector.

Other clients: Bracco, Mirato S.p.A., Room Seven, Dynex, Spirits International, Ritmia, Dentsu Aegis, Fimmetal, Gabbanelli, Ladyberg.

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SIMMONS & SIMMONS

LAW FIRM | TMT DEPARTMENT | PRACTICE AREAS | CLIENTS

RANKING

Directories average	legalcommunity
-	B-

In 2017 the IT practice has seen significant and sustained growth both in the number and nature of instructions received from clients in Italy.
The team does not only support clients in the TMT sector but also acts for clients with IT, telecoms and outsouxrcing needs in other sectors such as Financial Institutions.
Simmons & Simmons has a strong focus on the FinTech sector: the firm has a dedicated FinTech team advising clients operating across the entire FinTech sector, from start-ups to some of the biggest names in the industry. The team also advises businesses partnering with or investing in FinTech firms as well as financial institutions and asset managers developing their own FinTech products and services.

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	TMT PRACTICE AREAS				Other notable lawyers according to market sources
		Information Technology	Media	Telecommunications	Privacy	
Ariel Nachman	B	✓	✓	✓	✓	-

SIMMONS & SIMMONS

HEAD OF TMT DEPARTMENT

ARIEL NACHMAN
(Of Counsel, Head of TMT for Italy, Head of the Israeli Desk)

THE FIRM'S STRENGTHS*

1. expertise and practice in all TMT related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. international network and strong presence in Italy.

3	8	1	1
23,1%	61,5%	7,7%	7,7%
Partners	Associates	Counsels	Trainees

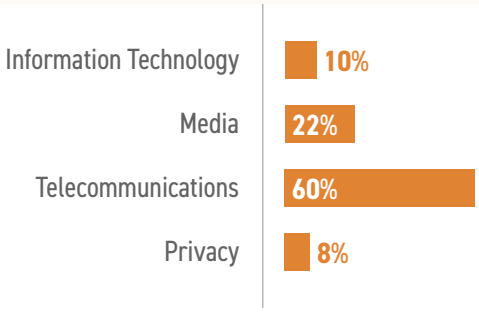
NAMES OF PARTNERS

Davide Sportelli (Employment), Nicholas Lasagna (Banking & Finance, Projects, DCM), Augusto Santoro (Corporate & Commercial, ECM)

NOTABLE LAWYERS ACCORDING TO THE FIRM

Paolo Guarneri (Associate): "Paolo is an associate in the Corporate & Commercial practice group in Milan. He advises numerous companies and financial institutions in the TMT sector on acquisitions and disposals of assets, M&A transactions, capital raising transactions, venture capital transactions and general corporate and governance matters".

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



TMT ACTIVITIES 8 %

*according to clients and market observers

SIMMONS & SIMMONS

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Information Technology	B	9 • 69,2%	2 • 66,6% + 1	Augusto Santoro (Corporate & Commercial, ECM), Davide Sportelli (Employment) + Ariel Nachman (Of Counsel, Head of TMT, Head of the Israeli Desk)
Media	C	9 • 69,2%	2 • 66,6% + 1	Augusto Santoro (Corporate & Commercial, ECM), Davide Sportelli (Employment) + Ariel Nachman (Of Counsel, Head of TMT, Head of the Israeli Desk)
Telecommunications	B	12 • 92,3%	3 • 100% + 1	Nicholas Lasagna (Banking & Finance, Projects, DCM), Augusto Santoro (Corporate & Commercial, ECM), Davide Sportelli (Employment) + Ariel Nachman (Of Counsel, Head of TMT, Head of the Israeli Desk)
Privacy	C	7 • 53,8%	2 • 66,6% + 1	Augusto Santoro (Partner, Corporate & Commercial, ECM), Davide Sportelli (Partner, Employment)+ Ariel Nachman (Of Counsel, Head of TMT, Head of the Israeli Desk)

The lawyers may have an active role in different practice areas.

MailUp

Approx. € 6 mln

TYPE OF MATTER
TMT - IT

LEAD PARTNER
Augusto Santoro

COUNTERPARTY
Lombardi Segni e Associati

Advising MailUp, a leading company in the marketing technology sector that has developed a digital cloud computing platform used by SMEs and large corporations to communicate with their customers via email and SMS, listed on AIM Italia, on an Accelerated Book Building addressed to institutional investors of its 2,610,000 ordinary shares resulting from a Rights Issue, for an aggregate value of € 6 million.

Expert System

Approx. € 10 mln

TYPE OF MATTER
TMT - IT

LEAD PARTNER
Augusto Santoro

COUNTERPARTY
-

Advising Expert System, a company operating in the field of cognitive computing and text analytics, listed on the AIM Italia market in completion of a capital increase reserved to shareholds and of the accelerated bookbuilding procedure aimed at the placement to institutional investors both for a total amount of € 10 million.

Other clients: Mediobanca, CSE - Consorzio Servizi Bancari and other Italian and foreign companies of different industry sectors.

STARCLEX – STUDIO LEGALE ASSOCIATO GUGLIELMETTI

RANKING

NEW

Directories average	legalcommunity
–	C+

Starclex has a strong focus on New technologies and Start-ups.
The firm has a dedicated "IP, internet law, new technologies, start-up and privacy" department which provides continuous assistance to new entrepreneurs, startups and innovative SMEs operating in the development and implementation of new technologies and internet law (such as blockchain technology, smart contracts and the internet of things), as well as fashion and food & wine industries.
In 2017, thanks to its strong innovative spirit and consolidated experience in this field, the firm also contributed to the establishment of various innovative start-ups and was actively involved (even as a founding partner) in the launch of a challenging and cutting-edge project (so-called "BrandzLedger project") for the study, development, transversal implementation and provision of solutions and services based on blockchain technology.

MARKET FEEDBACK ON THE FIRM*

«Small boutique with top lawyers. Their strength is the flexibility and ability to approach even unexplored fields with professional approach. Excellent reputation and strong network».

«Starclex is the perfect match for our cross-business sectors. The firm's strengths: strong knowledge about start ups and the digital ecosystem, trustworthiness, precision, speed, trust, professionality».

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Carlo Riganti: «Outstanding. His work is well above usual standards. Professional and informal at the same time. Flexibility and capacity to adapt to our needs».
«He is the main reason I have all the confidence in the company, being the interface I had with Starclex. He is completely focused and studies a lot when we talk about new technology and new topics».

Romina Guglielmetti: «Great skills, reliability and professionality».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK		IP PRACTICE AREAS										TMT PRACTICE AREAS			
	Ranking	Patents	Trademarks	Copyright	Design/Art	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law	Information Technology	Media	Telecommunications	Privacy
Carlo Riganti	B	✓	✓	✓	✓		✓	✓	✓	✓		✓	✓	✓	✓

*summary of interviews with clients

STARCLEX – STUDIO LEGALE ASSOCIATO GUGLIELMETTI

HEAD OF IP&TMT DEPARTMENT

CARLO RIGANTI
(Managing Partner)

THE FIRM'S STRENGTHS*

1. expertise and practice in all IP and TMT related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners.

2	7	1	3
15,4% Partners	53,8% Associates	7,7% Counsels	23,1% Trainees

NAMES OF PARTNERS

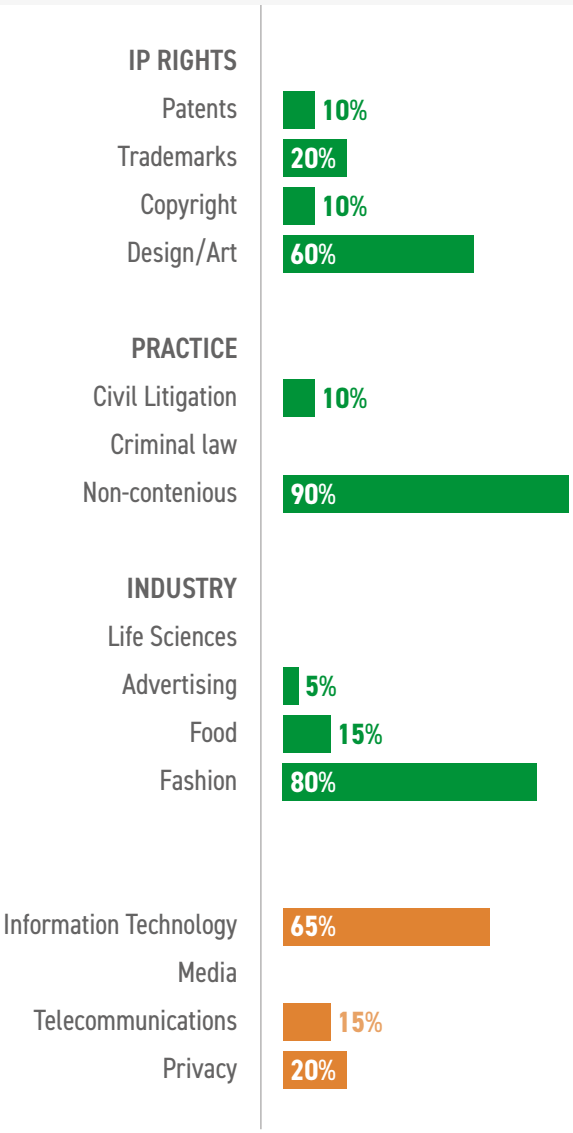
Romina Guglielmetti, Carlo Riganti

HIRES IN THE LAST 12 MONTHS 2

NAME. **Giuseppe Federico Burrafato (Trainee)**
JOINED FROM. **Studio legale Agate & Atria**

NAME. **Katherine Piccolo (Trainee)**
JOINED FROM. **Università Statale di Milano**

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



IP&TMT ACTIVITIES 30 %

*according to clients and market observers

STARCLEX – STUDIO LEGALE ASSOCIATO GUGLIELMETTI

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	C	4 • 30,7%	1 • 50%	Carlo Riganti
Trademarks	B	4 • 30,7%	1 • 50%	Carlo Riganti
Copyright	C	4 • 30,7%	1 • 50%	Carlo Riganti
Design/Art	B	4 • 30,7%	1 • 50%	Carlo Riganti
Advertising	C	4 • 30,7%	1 • 50%	Carlo Riganti
Food	B	4 • 30,7%	1 • 50%	Carlo Riganti
Fashion	B	4 • 30,7%	1 • 50%	Carlo Riganti
Civil Litigation	C	3 • 23%	1 • 50%	Carlo Riganti + 1 of counsel
Information Technology	B	4 • 30,7%	1 • 50%	Carlo Riganti
Media	C	4 • 30,7%	1 • 50%	Carlo Riganti
Telecommunications	C	4 • 30,7%	1 • 50%	Carlo Riganti
Privacy	B	4 • 30,7%	1 • 50%	Carlo Riganti

The lawyers may have an active role in different practice areas.

Mangrovia Solutions S.r.l. - BrandzLedger project

TYPE OF MATTER
IP (Patents and Trademarks) – TMT (IT)

LEAD PARTNER
Carlo Riganti

COUNTERPARTY
-

Assisted Mangrovia Solutions S.r.l. in the development of the "BrandzLedger" project: a solutions based on blockchain technology for the anti-counterfeiting and traceability of brands and products, as well as for the monitoring of supply chains (every transaction is recorded permanently on the blockchain ledger and each item is verified along the whole supply line).

GateGroup / Gambero Rosso

TYPE OF MATTER
IP - Food and Trademarks

LEAD PARTNER
Carlo Riganti

COUNTERPARTY
-

Advising on a strategic partnership agreement between GateGroup (world leader in catering services) and Gambero Rosso (Italian food & wine multimedia platform) for the development of renowned "Made in Italy" Food & Wine activities, products and services for on board catering and retail in the aviation and rail sectors, as well as for the use of "Gategroup" and "Gambero Rosso" brands in the area and for the scope defined by the agreement.

Mangrovia Solutions S.r.l. — € 1,5 mln

TYPE OF MATTER
TMT - IT

LEAD PARTNER
Carlo Riganti

COUNTERPARTY
-

Assisting Mangrovia Solutions S.r.l. in the conclusion of numerous agreements (cumulative value of 1.5 million Euro) with strategic investors for the launch of one of the largest European mining farms.

Other clients: Wsense S.r.l., Wineplan S.r.l., Rubeus S.r.l., Idee Consulting S.r.l.

TONUCCI & PARTNERS

RANKING	
Directories average	legalcommunity
–	B-

Regarding the **IP practice**, 2017 was characterized by a growth in request for assistance relating to the negotiation and the drafting of IP licensing and purchasing agreements, as well as an increase in the requests of legal assistance relating to the registration and management of IP rights.
As for **TMT**, requests of assistance relating to data protection matters grew greatly. The upcoming application of the General Data Protection Regulation (GDPR) boosted the need of legal expertise not only in connection with the process of compliance but also with other TMT related issues (e.g. marketing, cookies, privacy policies, identification of adequate security measures, CCTV, etc...)

MARKET FEEDBACK ON THE FIRM*

«Excellent firm and business relationship. Knowledge, organization, availability».

«Talented team with deep IP&TMT knowledge and expertise. Quality, rapidity and flexibility in service and incomparable competitiveness in fees».

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Alessandro Vasta: «Very good work. Deep knowledge and expertise».

Carlo Scarpa: «Commitment, knowledge, organization».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK		IP PRACTICE AREAS										TMT PRACTICE AREAS			
	Ranking	Patents	Trademarks	Copyright	Design	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law	Information Technology	Media	Telecommunications	Privacy
Alessandro Vasta	B	✓	✓	✓	✓		✓		✓	✓		✓	✓	✓	✓
Gianluca Cambareri	B	✓	✓	✓			✓			✓			✓		
Carlo Scarpa	C	✓	✓	✓	✓	✓		✓		✓					
Other notable lawyers according to market sources	**Marco Boggia** (Associate), **Benedetto Blasi** (Counsel), **Aurelio Lonigo** (Senior Associate), **Paola Elisabetta Pedretti** (Senior Associate) - **Ivan Rigatti** (Senior Associate) – **Ettore Salce** (Senior Associate)														

*summary of interviews with clients

TONUCCI & PARTNERS

HEAD OF IP DEPARTMENT

ALESSANDRO VASTA

HEAD OF TMT DEPARTMENT

ALESSANDRO VASTA

4	6	-	-	2	6	1	1
40% Partners	60% Associates	- Counsels	- Trainees	20% Partners	60% Associates	10% Counsels	10% Trainees

NAMES OF PARTNERS

Alessandro Vasta, Carlo Scarpa, Gianluca Cambareri, Alessandro Del Ninno

NAMES OF PARTNERS

Alessandro Vasta, Gianluca Cambareri

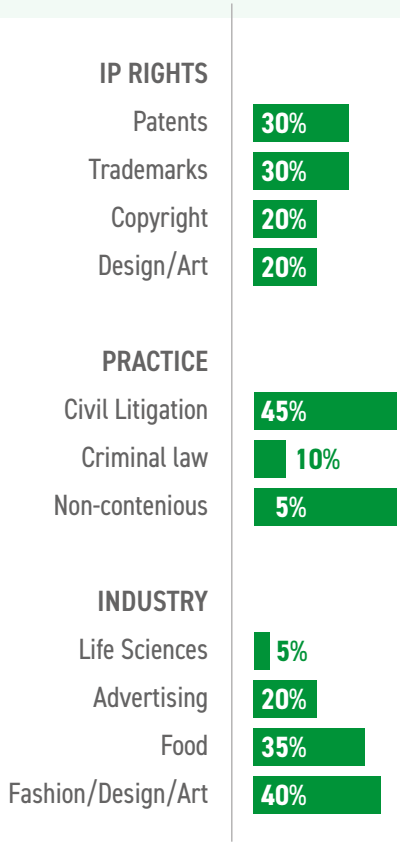
THE FIRM'S STRENGTHS*

1. expertise and practice in all IP and TMT related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. multidisciplinary team able to offer a complete range of services;
6. international network and strong presence in Italy;
7. cost-effective assistance.

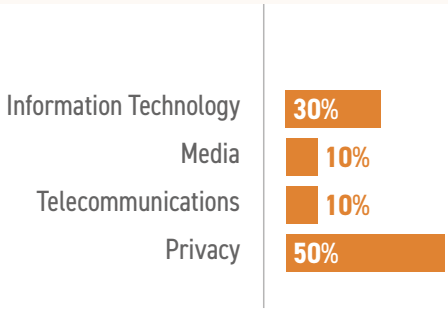
*according to clients and market observers

TONUCCI & PARTNERS

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



IP ACTIVITIES	3,5 %

TMT ACTIVITIES	3 %

TONUCCI & PARTNERS

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	B	10 • 100%	4 • 100%	Alessandro Vasta, Carlo Scarpa, Gianluca Cambareri, Alessandro Del Ninno
Trademarks	B	10 • 100%	4 • 100%	Alessandro Vasta, Carlo Scarpa, Gianluca Cambareri, Alessandro Del Ninno
Copyright	B	6 • 60%	3 • 75%	Alessandro Vasta, Carlo Scarpa, Gianluca Cambareri
Design/Art	B	3 • 30%	2 • 50%	Alessandro Vasta, Carlo Scarpa
Life Sciences	C	2 • 20%	1 • 25%	Carlo Scarpa
Advertising	B	5 • 50%	2 • 50%	Alessandro Vasta, Gianluca Cambareri
Food	C	2 • 20%	1 • 25%	Carlo Scarpa
Fashion	B	3 • 30%	2 • 50%	Alessandro Vasta, Carlo Scarpa
Civil Litigation	B	8 • 80%	4 • 100%	Alessandro Vasta, Carlo Scarpa, Gianluca Cambareri, Alessandro Del Ninno
Information Technology	B	4 • 40%	1 • 50%	Alessandro Vasta
Media	B	4 • 40%	2 • 100%	Alessandro Vasta, Gianluca Cambareri
Telecommunications	C	4 • 40%	1 • 50%	Alessandro Vasta
Privacy	B	5 • 50%	1 • 50%	Alessandro Vasta

The lawyers may have an active role in different practice areas.

Soccer S.A.S. Di Brand Management S.r.l.

TYPE OF MATTER
IP - Tradermarks

LEAD PARTNER
Gianluca Cambareri

COUNTERPARTY
-

Assisting Soccer S.A.S. Di Brand Management S.r.l. on anti-counterfeiting protection matters.

A.S. ROMA S.p.A

TYPE OF MATTER
IP - Advertising

LEAD PARTNER
Gianluca Cambareri

COUNTERPARTY
-

Day-to-day advising on sponsorship agreements for the forthcoming sports seasons.

Metamorfosi S.r.l.

TYPE OF MATTER
IP – Copyright – Art law

LEAD PARTNER
Gianluca Cambareri

COUNTERPARTY
-

Assisting in the organization of contemporary art exhibitions.

Other clients: Atlantyca Entertainment S.p.A. and other Italian and foreign companies of different industry sectors

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RANKING	
Directories average	legalcommunity
-	B

Torta is often referred to both by its clients and peers as a "true team".
The team has specific expertise in developing clients' IP strategy: Torta acts as a virtual in-house IP department for its clients, and assist them from conception of their ideas to product launch and market development.
The team has an international approach with dedicated teams for the major geographic areas.
Torta has also a specific department handling patent filing and prosecution work at the EPO on behalf of its overseas clients.

MARKET FEEDBACK ON THE FIRM*

«High quality service. The consultants of Studio Torta are always available to discuss with the client, very professional and understanding. They have a longstanding experience with a gradual integration of young professionals. Highly organized and responsive. Skills and expertise at competitive costs».

«From a quality standpoint Studio Torta is among the best. Excellent business relationship: Studio Torta is easy to work with. They take the time to understand our business needs, then tailor their services to meet our requirements. They have the highest ethical standards. The firm's strengths: delivering efficient, effective and timely service according to our business needs, and maintaining the highest levels of quality over time».

«We started working with this firm back in the 80's. Engineering competencies applied to law and patenting matters. Quality, professionalism, international network».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS									
		Patents	Trademarks	Copyright	Design/Art	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law
Maria Cristina Baldini	A	✓	✓								
Luigi Boggio	A	✓	✓								
Other notable lawyers according to market sources	**Fabio D'Angelo**: «He has an extremely high level of competence and business understanding. He is also an excellent communicator, facilitating understanding of complex IP matters for business owners, and enhancing the professional growth of more junior members of the team». **Claudio Costa**: «Excellent work. His strengths: mix of competencies».										

*summary of interviews with clients

TORTA

HEAD OF IP DEPARTMENT

LUIGI BOGGIO

THE FIRM'S STRENGTHS*

1. expertise and practice in all IP related matters;
2. knowledge and understanding of the market and the company's business;
3. presence and availability of the Partners;
4. multidisciplinary team able to offer a complete range of services;
5. cost-effective assistance.

38	-	3	14
69% Partners	- Associates	5,4% Counsels	25,4% Others

HIRES IN THE LAST 12 MONTHS 4

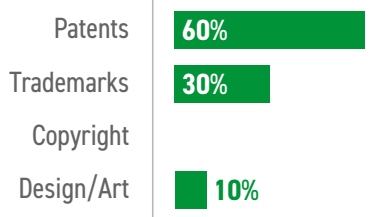
NAME. **Gabriele Biondi (Dr. Ing.)**

NAME. **Elisa Orso (Dr. Ing.)**

NAME. **Matteo Sagone (Dr. Ing.)**

NAME. **Wolfgang Amadeus Vitale (Dr. Ing.)**

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



IP ACTIVITIES **100 %**

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	**A**	**44** • 80%	**33** • 86,8%	-
Trademarks	**A**	**11** • 20%	**5** • 13,1%	-

*according to clients and market observers - The lawyers may have an active role in different practice areas.

TREVISAN & CUONZO AVVOCATI

RANKING	
Directories average	legalcommunity
A	A

IP practice. 2017 has seen a substantial rise in profits of around 25% for Trevisan & Cuonzo thanks to numerous new instructions not only in the life sciences sector but also in the information technology fields. Korean giant, Samsung, was provided with key legal support in action against a non-practising entity to facilitate the release of products held at customs. The firm also saw a surge in work for the automotive industry for two major German car manufacturers. New instructions were also received in the media field in relation to the protection of TV formats. Trademarks work continued to increase with a notable rise in oppositions as well as a number of new trademark actions before the Italian courts.
TMT practice. In 2017 the firm had a busy year working on new technology matters for leading clients in the media and telecommunications fields. Throughout Europe there has been an increase in standard essential patent litigation (SEP) and the firm has handled vital cases both for Samsung and Philips in this field. Trevisan & Cuonzo has also assisted businesses in migrating to completely new technology enriched business models based on digital solutions.

MARKET FEEDBACK ON THE FIRM*

«Trevisan & Cuonzo has been our company's go-to firm of choice for Italy in patent work for at least 5 years. Pragmatism, responsiveness, attention to detail. We chose to work with this firm for its long history of successful representation».
«Deep knowledge of the pharmaceutical market and its dynamics, which is a paramount factor to assure added value support and key strategic decisions. Top-quality lawyers».

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Gabriele Cuonzo: «Outstanding lawyer. Extremely skilled and competent. Perfect English».

Donatella Capelli: «Deep knowledge of the pharmaceutical market and its dynamics».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS										TMT PRACTICE AREAS			
		Patents	Trademarks	Copyright	Design	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law	Information Technology	Media	Telecommunications	Privacy
Gabriele Cuonzo	★	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓		✓	
Luca Trevisan	★	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	
Vincenzo Acquafredda	A	✓	✓					✓		✓					
Daniela Ampollini	B	✓	✓		✓	✓		✓		✓					
Donatella Capelli	B	✓				✓	✓	✓		✓					
Other notable lawyers according to market sources	**Luca Pellicciari** (Associate), **Federica Bocedi** (Associate)														

*summary of interviews with clients

TREVISAN & CUONZO AVVOCATI

HEAD OF IP&TMT DEPARTMENT

LUCA TREVISAN, GABRIELE CUONZO (photo)

10	14	-	3
37,1% Partners	**51,8%** Associates	- Counsels	11,1% Trainees

NAMES OF PARTNERS

Gabriele Cuonzo, Luca Trevisan, Julia Holden, Lia Puntieri, Francesca Ferraro, Giulia Affer, Vittorio Cerulli Irelli, Vincenzo Acquafredda, Daniela Ampollini, Donatella Capelli

THE FIRM'S STRENGTHS*

1. expertise and practice in all IP and TMT related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. multidisciplinary team able to offer a complete range of services.

HIRES IN THE LAST 12 MONTHS 4

NAME. **Alice Fratti (IP lawyer)**
JOINED FROM. **IP Law Galli**

NAME. **Daniele Roncara (Technology & IP Lawyer)**
JOINED FROM. **Previti Associazione Professionale**

NAME. **Pietro Gambaro (IP Associate)**
JOINED FROM. **DFGM Solicitors, Ireland**

NAME. **Giuseppe Verrecchia (Trainee)**

*according to clients and market observers

TREVISAN & CUONZO AVVOCATI

NOTABLE LAWYERS ACCORDING TO THE FIRM

Vittorio Cerulli Irelli (Partner): "Vittorio, who is head of the Rome office, is the youngest partner at the firm. In 2017 his work for telecommunications/mobile device vendors both in the fields of copyright law and in IP/TMT law have been hugely valuable to clients".

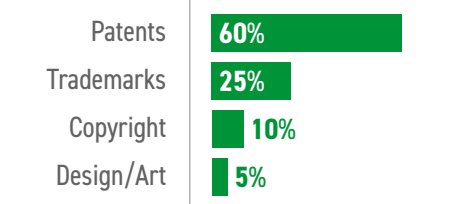
Luca Pellicciari (Associate): "In 2017 he carried out stellar work with lead partner Gabriele Cuonzo in the life sciences field, working on a number of cases involving the enforcement of patent rights on behalf of leading multinationals in the pharmaceutical business, including Boehringer Ingelheim, Mundipharma and biotech-leading multinational Amgen".

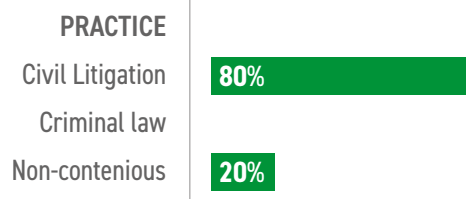
Federica Bocedi (Associate): "She is a real asset to the firm having worked alongside partners Gabriele Cuonzo and Donatella Capelli for almost 10 years. In 2017 she has worked on numerous pharma matters.

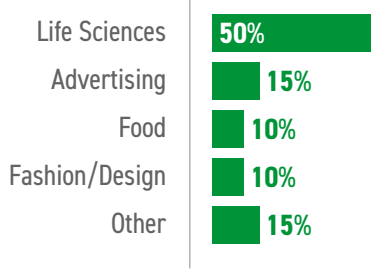
Lorenzo Battarino (Associate): "In 2017 he worked with partners Gabriele Cuonzo and Vittorio Cerulli Irelli on complex multi-jurisdictional litigation relating to standard-essential patents (SEPs) in the field of consumer electronics, contributing to the success of the firm by also tapping into his academic knowledge which focused on these issues".

Giacomo Desimio (Associate): "Giacomo has provided excellent support to partners Luca Trevisan and Giulia Affer both in IP and TMT matters".

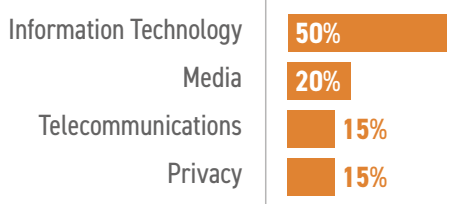
ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS







ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



IP&TMT ACTIVITIES **80 %**

TREVISAN & CUONZO AVVOCATI

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	A	15 • 55,5%	6 • 60%	Luca Trevisan, Gabriele Cuonzo, Donatella Capelli, Daniela Ampollini, Vincenzo Acquafredda, Vittorio Cerulli Irelli
Trademarks	A	15 • 55,5%	8 • 80%	Luca Trevisan, Gabriele Cuonzo, Julia Holden, Daniela Ampollini, Lia Puntieri, Giulia Affer, Vincenzo Acquafredda, Vittorio Cerulli Irelli
Copyright	A	5 • 18,5%	5 • 50%	Luca Trevisan, Gabriele Cuonzo, Vittorio Cerulli Irelli, Lia Puntieri, Julia Holden
Design/Art	A	5 • 18,5%	4 • 40%	Gabriele Cuonzo, Luca Trevisan, Daniela Ampollini, Lia Puntieri
Life Sciences	A	8 • 29,6%	4 • 40%	Gabriele Cuonzo, Luca Trevisan, Daniela Ampollini, Donatella Capelli
Advertising	A	5 • 18,5%	5 • 50%	Gabriele Cuonzo, Luca Trevisan, Daniela Ampollini, Vittorio Cerulli Irelli, Donatella Capelli
Food	A	7 • 26%	5 • 50%	Gabriele Cuonzo, Luca Trevisan, Daniela Ampollini, Donatella Capelli, Vincenzo Acquafredda
Fashion	A	8 • 29,6%	6 • 60%	Gabriele Cuonzo, Luca Trevisan, Julia Holden, Lia Puntieri, Francesca Ferraro, Giulia Affer
Civil Litigation	A	10 • 37%	7 • 70%	Gabriele Cuonzo, Luca Trevisan, Daniela Ampollini, Donatella Capelli, Vincenzo Acquafredda, Vittorio Cerulli Irelli, Giulia Affer, Francesca Ferrero
Information Technology	A	5 • 18,5%	3 • 30%	Luca Trevisan, Gabriele Cuonzo, Vittorio Cerulli Irelli
Media	A	5 • 18,5%	5 • 50%	Luca Trevisan, Giulia Affer, Lia Puntieri, Francesca Ferrero, Julia Holden
Telecommunications	A	5 • 18,5%	3 • 30%	Luca Trevisan, Gabriele Cuonzo, Vittorio Cerulli Irelli
Privacy	B	4 • 14,8%	3 • 30%	Giulia Affer, Lia Puntieri, Francesca Ferrero

Clients: Samsung, Phillips Electronics, Correvio, Football Club Bari 1908, Lego, Burger King, Golden Lady, Converse, Jaguar Land Rover.

The lawyers may have an active role in different practice areas.

VALENTE ASSOCIATI GEB PARTNERS

LAW FIRM | IP&TMT DEPARTMENT | PRACTICE AREAS | CLIENTS

RANKING

Directories average	legalcommunity
–	C+

NEWS

In January 2018 the team grew with the appointment of 2 new Partners: **Cesare Del Moro**, an expert of new technologies and privacy, and **Ilaria Bassi**, both joining from Studio Legale Bassi Del Moro.
In 2017, the firm joined Crowe Horwath International, a leading international network which has an extensive expertise on IP and TMT, with the task of re-launching the Crowe brand for tax & legal services in Italy. The team has been working for the past 12 months on a "go-to-market" strategy/project, assembling the right team and considering ways of expanding its presence in terms of territory and areas of expertise.

The firm offers a wide range of integrated services through a dynamic and synergetic approach. There are several teams consisting of seasoned attorneys, certified public accountants, engineers, programmers, economists and statisticians.
Strong focus on cyberspace law, advising the companies operating within the digital market on all related matters, in particular: contractual agreements, strategy and optimization of the value chain, intangibles, valuations, tax for the digital economy, Patent Box, law & cyberspace.
In 2017 Patent Box was one of the most frequently requested topics.
Also, digital transformation, new technologies and Industry 4.0 are strategic areas that kept the teams particularly busy.
Of course, the General Data Protection Regulation (GDPR) was - and still is - another focus area.

MARKET FEEDBACK ON THE FIRM*

«Highly recommended firm. We particularly appreciate the firm's efficiency and timeliness in providing answers, advice and documentation. They are always to the point and very helpful».

«High level of service throughout these years. Neat, fair, synergistic business relationship. Expertise, proficiency, reliable supportive network are the firm's strengths. It might be considered an improvement extending their modern and refined approach to other areas in fiscal and law fields».

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Piergiorgio Valente: «I do really appreciate his approach and technical skills. He is also extremely efficient, reliable and responsive».

Salvatore Mattia: «Thoroughly focused, his work was excellent and entirely met our expectations».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS										TMT PRACTICE AREAS			
		Patents	Trademarks	Copyright	Design	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law	Information Technology	Media	Telecommunications	Privacy
Antonella Della Rovere	B	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Other notable lawyers according to market sources	**Angelo Ghirimoldi, Ana Manitara**														

*summary of interviews with clients

VALENTE ASSOCIATI GEB PARTNERS

HEAD OF IP&TMT DEPARTMENT

ANTONELLA DELLA ROVERE

THE FIRM'S STRENGTHS*

1. expertise and practice in all IP and TMT related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. cost-effective assistance.

3	-	-	2
60% Partners	- Associates	- Counsels	40% Others

NAMES OF PARTNERS

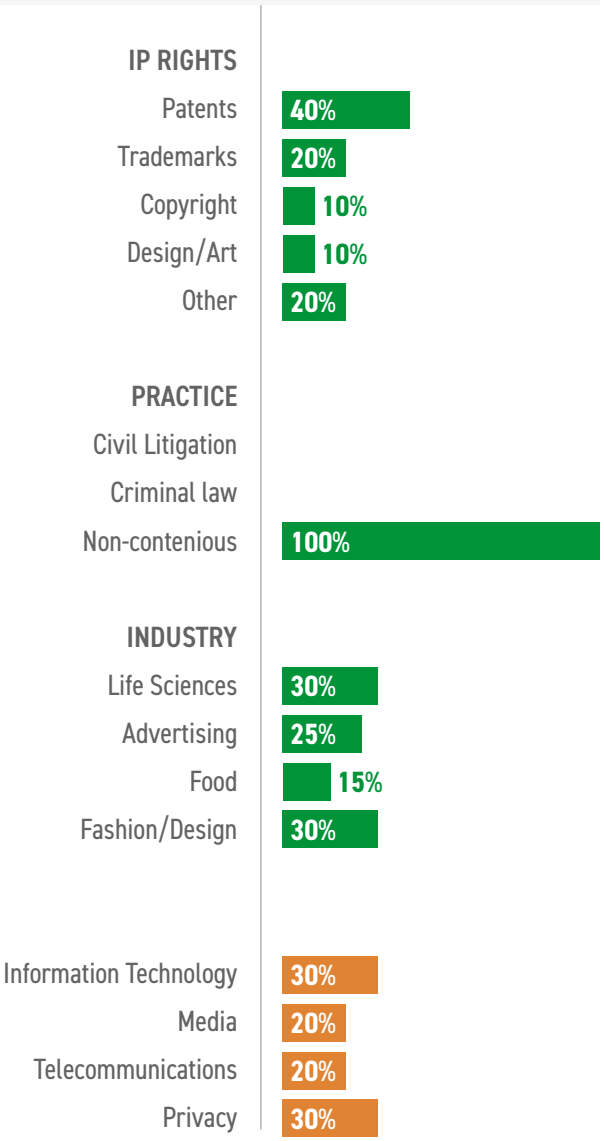
Antonella Della Rovere, Cesare Del Moro, Ilaria Bassi

HIRES IN THE LAST 12 MONTHS 2

NAME. **Cesare Del Moro (Partner)**
JOINED FROM. **Studio Legale Bassi Del Moro**

NAME. **Ilaria Bassi (Partner)**
JOINED FROM. **Studio Legale Bassi Del Moro**

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



IP&TMT ACTIVITIES **5 %**

*according to clients and market observers

VALENTE ASSOCIATI GEB PARTNERS

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	B	NUMBER VARIES	3 • 100%	Antonella Della Rovere, Cesare Del Moro, Ilaria Bassi
Trademarks	C	NUMBER VARIES	3 • 100%	Antonella Della Rovere, Cesare Del Moro, Ilaria Bassi
Copyright	C	NUMBER VARIES	3 • 100%	Antonella Della Rovere, Cesare Del Moro, Ilaria Bassi
Design/Art	C	NUMBER VARIES	3 • 100%	Antonella Della Rovere, Cesare Del Moro, Ilaria Bassi
Life Sciences	C	NUMBER VARIES	3 • 100%	Antonella Della Rovere, Cesare Del Moro, Ilaria Bassi
Advertising	C	NUMBER VARIES	3 • 100%	Antonella Della Rovere, Cesare Del Moro, Ilaria Bassi
Food	C	NUMBER VARIES	3 • 100%	Antonella Della Rovere, Cesare Del Moro, Ilaria Bassi
Fashion	C	NUMBER VARIES	3 • 100%	Antonella Della Rovere, Cesare Del Moro, Ilaria Bassi
Civil Litigation	C	NUMBER VARIES	3 • 100%	Antonella Della Rovere, Cesare Del Moro, Ilaria Bassi
Criminal law	C	NUMBER VARIES	3 • 100%	Antonella Della Rovere, Cesare Del Moro, Ilaria Bassi
Information Technology	B	NUMBER VARIES	3 • 100%	Antonella Della Rovere, Cesare Del Moro, Ilaria Bassi
Media	C	NUMBER VARIES	3 • 100%	Antonella Della Rovere, Cesare Del Moro, Ilaria Bassi
Telecommunications	C	NUMBER VARIES	3 • 100%	Antonella Della Rovere, Cesare Del Moro, Ilaria Bassi
Privacy	B	NUMBER VARIES	3 • 100%	Antonella Della Rovere, Cesare Del Moro, Ilaria Bassi
Cyberspace Law	B	NUMBER VARIES	3 • 100%	Antonella Della Rovere, Cesare Del Moro, Ilaria Bassi

The lawyers may have an active role in different practice areas.

VISCONTI STUDIO LEGALE

RANKING

NEW

Directories average	legalcommunity
-	C+

NEWS

In March 2017, **Jenny Bestetti**, former Of Counsel, was promoted to Partner.

A boutique law firm with a strong focus on privacy.
In 2017 privacy compliance with the General Data Protection Regulation (GDPR) requirements was the main market trend and activity of the firm.

MARKET FEEDBACK ON THE FIRM*

«High quality team. Our business relationship is very good and durable. The team is quick, efficient, competent and always available».

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Marco Visconti: «Perfect work. He is extremely accurate and responsive».
«Precision and competence in new fields such as new tech and innovative start ups».

Luca Visconti: «A young but very competent lawyer, in particular for all privacy related matters. Business-oriented approach».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	TMT PRACTICE AREAS				Other notable lawyers according to market sources
		Information Technology	Media	Telecommunications	Privacy	
Marco Visconti	B	✓	✓			
Jenny Bestetti	B				✓	**Rosario Petrazzuolo** (Associate)
Emilio Possidente	B			✓		

*summary of interviews with clients

VISCONTI STUDIO LEGALE

HEAD OF TMT DEPARTMENT

EMILIO POSSIDENTE

THE FIRM'S STRENGTHS*

1. expertise and practice in all TMT related matters;
2. 2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. cost-effective assistance.

2	4	-	1
28,6%	57,2%	-	14,2%
Partners	Associates	Counsels	Trainees

NAMES OF PARTNERS

Marco Visconti, Jenny Bestetti

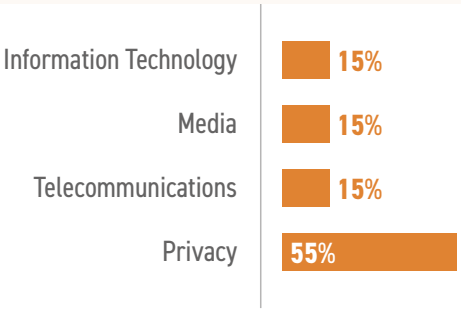
NOTABLE LAWYERS ACCORDING TO THE FIRM

Luca Visconti (Associate): "He focuses on compliance privacy and helping corporates and start ups in their business development".

HIRES IN THE LAST 12 MONTHS 1

NAME. **Giulia Pescatore (Associate)**
JOINED FROM. **Bestetti Studio legale**

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



TMT ACTIVITIES **15 %**

*according to clients and market observers

VISCONTI STUDIO LEGALE

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Information Technology	C	7 • 100%	1 • 50%	Marco Visconti
Media	C	7 • 100%	1 • 50%	Marco Visconti
Telecommunications	C	7 • 100%	-	Emilio Possidente (Senior Associate)
Privacy	B	7 • 100%	1 • 50%	Jenny Bestetti

The lawyers may have an active role in different practice areas.

Sofinn Italia srl

€ 1,1 mln

TYPE OF MATTER
TMT – IT - Media

LEAD PARTNER
Emilio Possidente

COUNTERPARTY
-

Advising on an employment contract resolution with a broadcasting company, on a non-competition agreement and on a new deal with another broadcasting company.

Anea – I bike Naples

TYPE OF MATTER
TMT - Privacy

LEAD PARTNER
Luca Visconti

COUNTERPARTY
-

Assisting on compliance privacy issues: drafting of contracts, policy and review of the processes in accordance with the Privacy Code and for the acquisition of personal data for marketing purposes.

Farmacia De Biasi

TYPE OF MATTER
TMT - Privacy

LEAD PARTNER
Luca Visconti

COUNTERPARTY
-

Advising on the implementation of compliance privacy for the acquisition and management of sensitive data for healthcare purposes.

Other clients: Greyhound srl and Italian and foreign companies of different industry sectors

WITHERS

RANKING	
Directories average	legalcommunity
–	B

Ida Palombella is one of the top fashion lawyers at international level and in 2017 the IP team has been more and more focusing on the fashion industry, assisting clients in all industries on various types of matters: cases related to infringement of fashion trademarks and brands, brand protection, influencer marketing and advertising issues, international agreements for creative services, digitalization of retail stores, fashion sustainability and technologies.

MARKET FEEDBACK ON THE FIRM*

«We started working with Ida Palombella ten years ago. Excellent firm and very good and satisfying business relationship. The expertise and professionalism of Ida Palombella is the firm's strength».

«The team is responsive, always available and extremely business-oriented».

THE MOST FREQUENTLY CITED LAWYERS THIS YEAR

Ida Palombella: «She is a very skilled and qualified IP lawyer with a top-level fashion law background. She is precise, available and always oriented to find the better solution for the client and its needs».

Federica Caretta: «Responsive, quick and efficient».

LAWYERS PRACTICE AREAS AND MARKET FEEDBACK	Ranking	IP PRACTICE AREAS										TMT PRACTICE AREAS			
		Patents	Trademarks	Copyright	Design	Life Sciences	Advertising	Food	Fashion	Civil Litigation	Criminal law	Information Technology	Media	Telecommunications	Privacy
Ida Palombella	A	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓
Federica Caretta	C	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓
Other notable lawyers according to market sources	**Federica Caretta** (Associate)														

*summary of interviews with clients

WITHERS

HEAD OF IP&TMT DEPARTMENT

IDA PALOMBELLA (Counsel)

-	3	1	-
-	75%	25%	-
Partners	Associates	Counsels	Trainees

NOTABLE LAWYERS ACCORDING TO THE FIRM

Federica Caretta (Associate): "In 2017 she was always on the frontline of all the activities of the team".

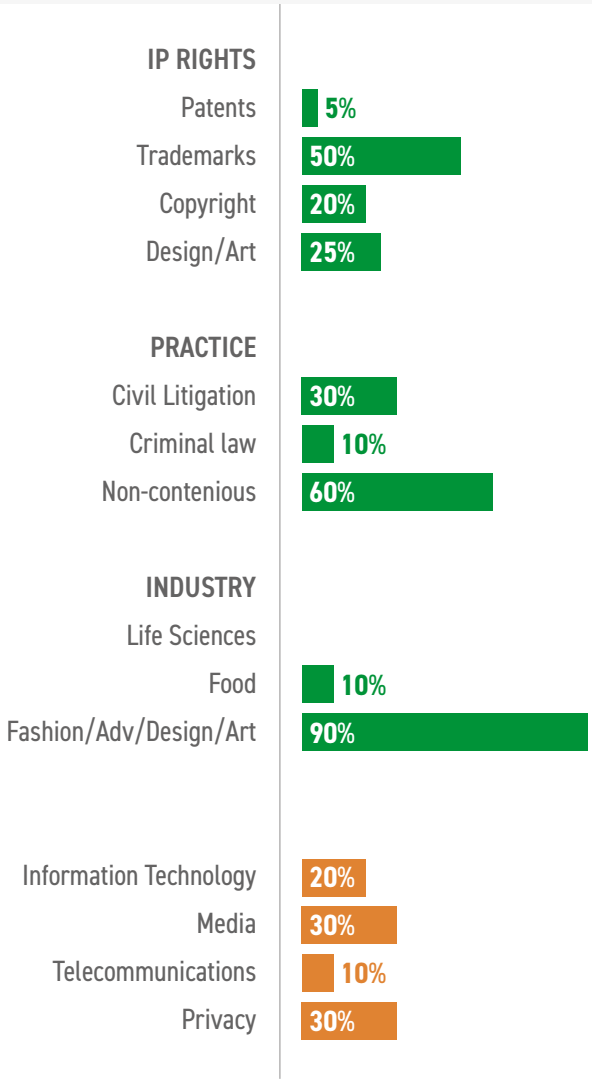
HIRES IN THE LAST 12 MONTHS 1

NAME. **Valentina Favero (Associate)**
JOINED FROM. **CBM & Partners**

THE FIRM'S STRENGTHS*

1. expertise and practice in all IP and TMT related matters;
2. technical skills, professionalism, timeliness and responsiveness;
3. knowledge and understanding of the market and the company's business;
4. presence and availability of the Partners;
5. cost-effective assistance.

ACTIVITIES WITHIN DIFFERENT PRACTICE AREAS



IP&TMT ACTIVITIES **5,5** %

*according to clients and market observers

WITHERS

PRACTICE AREA	RANKING	TEAM MEMBERS	NUMBER OF PARTNERS	NAME OF PARTNERS
Patents	A	4 • 100%	-	Ida Palombella (Counsel)
Trademarks	A	4 • 100%	-	Ida Palombella (Counsel)
Copyright	B	4 • 100%	-	Ida Palombella (Counsel)
Design/Art	B	4 • 100%	-	Ida Palombella (Counsel)
Advertising	B	4 • 100%	-	Ida Palombella (Counsel)
Food	B	4 • 100%	-	Ida Palombella (Counsel)
Fashion	A	4 • 100%	-	Ida Palombella (Counsel)
Civil Litigation	B	4 • 100%	-	Ida Palombella (Counsel)
Criminal law	C	4 • 100% *	-	Ida Palombella (Counsel) *+external criminal lawyers
Information Technology	B	4 • 100%	-	Ida Palombella (Counsel)
Media	B	4 • 100%	-	Ida Palombella (Counsel)
Telecommunications	B	4 • 100%	-	Ida Palombella (Counsel)
Privacy	B	4 • 100%	-	Ida Palombella (Counsel)

The lawyers may have an active role in different practice areas.

Camera Nazionale della Moda Italiana

TYPE OF MATTER
IP – Fashion - Trademarks

LEAD PARTNER
Ida Palombella

COUNTERPARTY
Cortese Di Castro Fano & Gori

Assisting Camera Moda in the partnership with EcoAge / Livia Firth, the top event of the year in fashion celebrating the new sustainability trend in fashion, in relation to the event agreements (including the general contractor) as well as all brand issues and image rights and copyrights legal assistance related to the advertising of the event. The amazing visibility of the event, with international fashion and movie stars, made all negotiations and issues particularly complex to handle also due to the high standing and reputation of the actors, stars and top international brands involved.

Italian fashion house

TYPE OF MATTER
TMT - Privacy

LEAD PARTNER
Ida Palombella

COUNTERPARTY
-

Ongoing assessment of the group privacy policies and massive review of all processes for GDPR compliance.

Top fashion brand

TYPE OF MATTER
IP – Fashion - Trademarks

LEAD PARTNER
Ida Palombella

COUNTERPARTY
-

Assistance on IP infringement online by various Chinese companies which had repeatedly cloned the company's website and registered infringing domains; the firm successfully had such domains cancelled.

Other clients: FLOS group and Italian and foreign companies of different industry sectors.

SAVE THE DATE

IP & TMT Awards 2019

by legalcommunity

Monday, May 13 • Milan

#LcIpTmtAwards

For further information: martina.greconaccarato@lcpublishinggroup.it • 02 84243870

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