

The Best in Italy

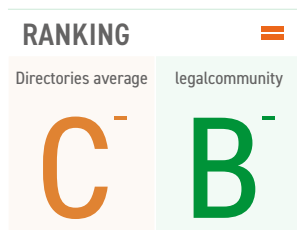
IP&TMT 2018

Report



DE BERTI JACCHIA FRANCHINI FORLANI

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



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

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HEAD OF IP&TMT DEPARTMENT

ROBERTO A. JACCHIA

5

38,4%
Partners

7

53,8%
Associates

1

7,6%
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 RIGHTS

Patents	50%
Trademarks	30%
Copyright	15%
Design/Art	15%

PRACTICE

Civil Litigation	60%
Criminal law	10%
Non-contentious	30%

INDUSTRY

Life Sciences	60%
Advertising	
Food	10%
Fashion	30%

Information Technology	30%
Media	15%
Telecommunications	15%
Privacy	40%

IP&TMT ACTIVITIES 15 %

*according to clients and market observers

DE BERTI JACCHIA FRANCHINI FORLANI

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

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.

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

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 licensee) of world-famous PRATESI brand.

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