

# IP LEGAL SERVICES



## **General**

**We assist Italian and international clients in all legal aspects connected both to Industrial property and Copyright protection, either in relation to ordinary and urgent judicial protection before ordinary courts and before Italian and international arbitration courts (i.e. request for provisional injunctions, seizure and confiscation of goods, publication of notices on newspapers, destruction of counterfeited products, prosecution's management before criminal courts, etc.), or in relation to extra-judicial assistance (i.e. administrative procedures for the registration of trademarks, patents, designs, models etc., before the competent national and international Authorities, Copyright registration in the Washington Copyright office, drafting of sector's specific contracts - licensing, merchandising, franchising, distribution, etc.).**

## **Industrial Property Legal Services**

**We offer complete series of services for the protection of Industrial Property. Professionals of the Firm are skilled in all fields of technology, particularly in the different engineering applications as well as of chemistry, biotechnology and nanotechnology.**

**The Firm offers to Italian and International Clients the most complete assistance to increase the value of their industrial property, from patentability assessment, search in the state of the art, evaluation of possible conflicts and setting up alternative strategies, drafting and filing of national, European, International and any foreign patent application, prosecution of the application with full technical assistance during substantive examination, allowance and maintenance of the patent. Same services are offered for trademarks and designs, including evaluations of their distinctive character, filing and prosecution of national, community, international and foreign trademark.**

# Industrial Property Legal Services

## Patents



## **Industrial Property Legal Services - PATENTS**

**We are particularly experienced in the field of the protection of technical innovations. Any innovation having a technical character can be protected by means of suitable instruments, both for a simple improvement of a product or process and for a remarkable technical progress. The areas of technical skill of the firm's members covers any field of the engineering, software, any area of industrial chemistry, cosmetics, nanotechnologies, biotech, food technology and pharmaceutical (the Firm provides specific legal assistance on legal protection's issues generally implied in pharmaceutical and biotechnological sectors. The Ministry for Agriculture and Forest Policies appointed some of the Department's Attorneys as expert members of the permanent Working Party on Biotechnology discipline, which focuses primarily on the use of O.G.M. in the Agricultural and Food sector).**

## **Industrial Property Legal Services - PATENTS**

**To this purpose, the Firm provides specialized legal assistance in:**

- **drafting and filing of patent applications in Italy, European or P.C.T. patent applications, foreign patent application, entering of European phases from P.C.T. application, validation of granted European Patents in Italy and in any European Country;**
- **drafting and filing of Utility Model applications in Italy and abroad;**
- **drafting and filing of patent application for plant varieties in Italy, Europe and abroad;**
- **registration of novel microchip topographies;**
- **novelty searches among patents and reference technical literature, for patentability evaluations of a product or a process;**
- **watches on patent application publications;**
- **prosecution of any patent procedure in Italy, Europe and in any Country through a network of professional associates;**
- **establishing of patentability opinions, evaluations on possible interference between products or processes and prior patents, determination of the best patent protection strategy; administrative management of patent portfolios (annuity payments etc.);**
- **translations of European patents or foreign patent applications into the validation language, of Italian patents into any foreign language;**
- **Status check of European patent in Italy or Italian patents, recovery of copies or certified copies of Italian patents.**

Industrial Property Legal Services  
Trademarks and Design



## **Industrial Property Legal Services - TRADEMARKS AND DESIGN**

**In brief, the legal services offered in this field are:**

- registration of design in Italy (single design or multiple design);**
  - registration of design in Europe (single design or multiple design);**
  - establishing of opinions regarding the validity of design registrations;**
  - oppositions against the registration of European designs**
  - renewal of design registrations in Italy and before the European authority.**
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- trademarks availability searches in Italy and in Europe;**
  - registrations of trademarks in Italy;**
  - registrations of European trademarks and International trademarks;**
  - assistance in conflicts of trademarks with brand names and geographic indications, or domain names on the Internet.**



## **Industrial Property Legal Services**

**The above includes the management of any related contractual or administrative aspect such as:**

- transfer or licensing of IP rights and drafting of the related deeds and agreements;**
- maintenance and renewal of patents, models, designs, trademarks and domain names;**
- management of any administrative procedure for any IP title in Italy or abroad;**
- drafting of due diligence opinion on corporate IP portfolios;**
- filing of special requests to the Italian Custom Authority for preventing the illicit import of goods infringing IP rights;**
- investigations, monitoring, and preventive measures concerning intellectual and industrial property rights protection, and also with national and international anti-piracy legislation issues, trademarks and patents counterfeiting, breach of license contracts, unfair competition practices, and the so called domain grabbing etc.**

# COPYRIGHT LEGAL SERVICES

♦ Summary

## **Copyright - Legal Services**

**We also provide specialized legal services on Intellectual Property Rights protection, with particular regard to the Information Society and Information Technologies fields. The Firm works off of substantial experience in web-related intellectual property protection, providing – amongst the others - legal services in the field of web-related intellectual property protection , domain names protection, both at national and international level (the Firm has represented and defended before the World Intellectual Property Protection Organization of Geneva a number of subjects holding rights on domain names), computer programs, semiconductor topographies and electronic databanks protection, administrative procedures to apply for licenses to operate web based business activities (i.e. issuing SIAE licenses of use for SIAE copyrighted music libraries on the Internet and through mobile phone services: ringtones, dedications, multimedia usage; integrative agreements for fee-based download, notification of multimedia business start up, etc.), legal and contractual assistance with commercial and advertising promotion activities of web products and services, with special regard to sponsoring and advertising on the Internet, etc.**

# MULTIMEDIA AND ADVERTISING IP LEGAL SERVICES



## **Multimedia and Advertising IP Legal Services**

**In the Copyright sector, the Firm has particular experience in managing and protecting broadcasting and sports image Rights; the Firm provides consulting to national and international Film Production Companies and to show-business and sport celebrities of national and world fame.**

**Advertising is considered closely related to Intellectual Property. The Firm assists multinational companies in validating their advertising campaigns (TV spots, press promotions, packaging, prize-award campaigns etc.) by verifying the compliance of such campaigns with the legal framework on misleading and comparative advertising and fair competition.**



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