



Veronica Muratori

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SECRETARY VALENTINA TERZI

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Veronica is a senior associate in the intellectual property and technology team.

Described in Legal Community IP-TMT research 2018 as "Great digital and online e-commerce competences-really fast responsiveness". Veronica has gained experiences in the technology sector, advising companies and start-ups in developing their business in different fields including design, fashion, food and beverage.

Veronica has experience in drafting and negotiating a wide range of commercial contracts as well as in advising on issues relating to intellectual property, data protection, consumer law and advertising regulations.

Track record

Incorrect implementation of e-commerce platform

Assisted a famous designer of luxury shoes in a litigation against a contractual counterparty for an incorrect implementation of their e-commerce platform. The complexity of the transaction is dictated mainly by the multiplicity of legal aspects affecting the relationship between the parties.

Websites

Advising several clients, both ecommerce and market-place websites, on terms and conditions, privacy policies, cookie policies and other commercial contracts.

Ecommerce client

Advising an ecommerce client before the Italian Privacy Authority in relation to a breach of data protection law for sending unsolicited communications.

Commercial contracts

Advising a range of clients on commercial contracts including licensing, co-branding, agency and distribution agreements.

Technology transfers

Advising an international company on several technology cross border transfer transactions.

Talks

- Teaching Assistant - Fashion Law Master - Milano Fashion Institute, Milan (2018-ongoing)

Admissions

Italy, Milan Bar - 2011

Education

Milan University, Italy (2015) - post graduate specialization in Fashion Law

Bocconi University, Milan Italy (2008) - Law Degree

University of New South Wales, Sydney, Australia (2008) - Study Abroad Program - Competition Law and industrial economics

Mc. Combs School of Business, Austin, USA (2007) - Study Abroad Program - Private Equity and Venture Capital

Languages

English
Italian

Key dates

Year joined: 2019

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