

## Jacopo Liguori

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Jacopo leads the Italian intellectual property and technology team in our Milan and Padua offices.

Jacopo's expertise relates to intellectual property, commercial contracts, information technology, privacy and data protection.

He assists companies in many industries including leading companies in the fashion & luxury, insurance, financial, automotive, food and beverage, electronics and software, entertainment and multimedia, life science and pharma industries.

On the intellectual property side, he advises on filing, prosecutions, exploitation and enforcement of the main types of IP rights, in particular on worldwide brand protection, managing civil and criminal actions, custom monitoring, parallel imports issues and coordinating counsels in several countries (Asia, US, and EU countries).

He advises and negotiates on a wide range of commercial contracts such as IP license over trademark, copyright, patent and design, coexistence agreements, sale of IP rights, sponsorship and other agreements for the exploitation of image rights, research and developing agreement, agency, distribution and franchising agreements.

He regularly assists the corporate team in the context of a variety of transactions, preparing due diligence reports, negotiating related SPA clauses and ancillary documents such as transitional IP license agreements, transitional IT services agreements and remediation plans on privacy compliance.

He also assists clients on labelling compliance, advertising, terms and conditions, prize promotions and product placement. He represents clients in proceedings with the Italian Advertising Authority and the Italian Competition Authority in cases of unfair practice or misleading and comparative advertising.

In the field of IT law, Jacopo assists clients with the development of IT platforms, negotiating the relevant agreements such as software license, software development and maintenance agreement. He advises on IT migration projects to allow interoperability of the IT systems and data processing further to acquisition of companies or business units. He deals with IT & data protection issues within outsourcing agreements and commercial and technology joint ventures. He also assists on the setting up of e-commerce projects, drafting legal notices and disclaimers.

On privacy & data protection matters, he assists companies in setting up GDPR compliance programs, gap analysis and remediation plans, analysis of data flows, draft of records of processing, risk assessment also through technical partners, data governance and management (e.g. data processors, DPO), privacy notices and policies (e.g. employee's use of IT means, data retention), DPIA, Data Breach, transfer of data abroad (e.g. setting up global CRM programs, binding corporate rules) and training. He also advises on complex data processing with specific risks (e.g. IoT, profiling, CCTV, biometrics, geo localization). He deals with data protection authorities and assisting in authority's inspections, internal investigations and court proceedings (e.g. right to be forgotten).

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SECRETARY **MARTINA ROMANO**

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### TRACK RECORD

Assisting a well-known Italian hat maker on a continuative basis in the establishment of their worldwide brand protection program, along with the relevant pre-contentious and contentious enforcement. Drafting and negotiating commercial and IP agreements and setting up of IP-related employee training

Assisting a leading perfume brand with monitoring their global selective distribution system

Advising a top-ranked ATP Player on IP portfolio planning and due diligence; worldwide surveillance of IP rights including contentious and pre-contentious enforcement; co-branding and sponsorship agreements; advertising/public engagement

Assisting a newly established company with setting up an innovative streaming platform for live performances and concerts which allows the artists and audience to interact in real time

Assisting leading tech and software players with managing their enforcement activities to comply with software licenses and compensation for damages

Advising on a new application of technology in the context of buying and selling artworks via a dedicated online platform including funding and co-ownership regulations

Advising a multinational leader in the design and manufacturing of robotics and automated assembly lines. We assisted with the implementation and offer of a new IOT system, an open platform for the manufacturing industry which focuses on improvements in productivity and efficiency

Advised one Italy's best known high fashion brands on the implementation of an innovative system to increase interaction on social media

Advised several companies, amongst which well-known Italian accessories fashion & luxury houses, a high-end home design group, a multinational operator in robotics and a pipeline and valves manufacturer in the setting up and running of their worldwide corporate privacy program along with day-by-day advise on related matters, including quick-response for data incidents

Advised a pipeline and valves manufacturer in a IoT project involving its employees (e.g. innovative remote inspection video systems, wearable monitoring devices)

Advised a leading company active in hearings aids in the launch of a mobile health app and in the drafting of the relevant privacy documentation

Advised a leading insurance company in an IoT project for the management of drivers' behavioural data collected through the black boxes installed on cars

## **ADMISSIONS**

- Italian bar, Milan 2006

## **PUBLICATIONS**

Co-author of a white paper regarding proposals for the Italian strategy on technologies based on blockchain – July 2020

'Operational criticalities arising from data processing for direct marketing purposes and profiling, with a comparative analysis among the main jurisdictions' – Section IX of the volume "Internet law in the digital era" – 'Il diritto di Internet nell'era digitale'- Giuseppe Cassano and Stefano Previti – Giuffrè Francis Lefebvre editions – 2020;

'Smart working: air conditioning, electricity and internet: who pays for the expenses?', May 2020, Corriere Innovazione, Corriere della Sera

'Companies and hacker attacks: let's invest on security', January 2020, Il Secolo XIX

'Data breach: the question is not 'if' but 'when' ', January 2020, Top Legal

Co-author of the commentary on the Italian Intellectual Property Code, UTET (2011)

Author of various legal notes on 'Le Sezioni Specializzate italiane della proprietà industriale e intellettuale', De Ferrari (2009 to date)

Author of various articles published on Computer law review international, Verlag Dr. Otto Schmidt on Provider's Liability; Internet and Minors; New Certified Email System; Minimum Security Measures for Personal Data Protection'; 'The New Magna Charta for E-Government (2004)'

Author of an article on Telex Anie Review regarding the Italian Law no. 68 of 2003 on the enforcement of EC Directive 2001/29

## MEMBERSHIPS

- Ordine degli avvocati di Milano
- Member of Federprivacy and Asso DPO (data protection officer association), IAPP

## TALKS

'Fashion tech law: A global perspective,' New York Fashion Tech Lab virtual workshop - 11th June 2021, speaker

'Privacy management in companies: general rules and case studies' (La Privacy in Azienda: principi generali e casi pratici), 15th May 2020, Webinar

'IAPP - Smart Working and Usage of Employees' emails in the Time of Covid-19', 8th May 2020

'Solutions and opportunities in Coronavirus times' (Soluzioni e opportunità ai tempi del Coronavirus" – 6th April 2020 – Webinar

'#letsgetdigital: digital signature in Italy – requirements and opportunities' (#letsgetdigital: la firma digitale in Italia: requisiti e opportunità', 5th December 2019) - Event

'Blockchain: the technology to support the wine and food sector', 19th April 2019

Taught at 'Made in Italy, Fashion and Luxury Management', MIFL-1st level Master Programme at Università LUM Jean Monnet School of Management, from 2020 to date.

Lecturer on the Master Programme in TV Copyright at Cattolica University in Milan from 2014 to date.

Lecturer on the 'International Contracts' ('Contrattualistica internazionale') and 'Business Lawyer' ('Avvocato d'affari' courses at Abo Opportunity – Around Business Opportunity (Professional training courses for accountants, lawyers, notaries and consultants and full immersion masters, aimed at training updates for companies) from 2018 to date.

## EDUCATION

University of Florence, law degree, 2002; master in business law, 2003; master in intellectual property, 2006  
University of Parma, PhD in commercial law, intellectual property and competition, 2012

## LANGUAGES

ENGLISH  
ITALIAN

## DATES

JOINED: 2018

## RECOGNITION

2021 Legal 500 EMEA recommended lawyer  
Jacopo Liguori

2020 Legal 500 EMEA Recommended  
Lawyer

2019 TLguida IP Life Sciences  
Ranked in

## Milan

VIA DURINI 18, 20122 MILANO

## Padua

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