

VERONICA RAFFI

More than 14 years experience in Intellectual Property & Brand Protection Management.
Focus on Trade Marks and Design Issues and Anti-Counterfeiting Strategies.
Generalist for all Legal Aspects regarding Trade Marks, Design, Copyright Prosecution.
Strong and Reliable Experience in different Industries such as Luxury Goods, Pharmaceuticals, Beauty, Food & Beverages, Automotive, Financial Services, IT.

PROFESSIONAL EXPERIENCE

2018- **PGA INTELLECTUAL PROPERTY,** **Milan**
Italian and European Trade Mark and Design Attorney
Head of Trade Mark Practice

Industry Clients
Luxury Goods, Food & Beverages; Pharma; Cosmetic; Fashion, Entertainment, Automotive, Telecommunications, Software; Chemical;

Responsibilities

- Managing Worldwide Clients Trade Mark Portfolio: Trade Mark Clearance; Trade Mark & Design Strategies, Availability and Infringement Opinions, Trade Mark & Design Prosecution, External Foreign Trade Mark & Design Counselling and Trademark Enforcement Actions Supervision
- Litigation: writing C&D letters; representing clients in opposition and appeals before UIBM and EUIPO, invalidity and cancellation proceedings before EUIPO; Trade Mark Portfolio Management; Worldwide Trade Mark Development Strategies; Worldwide Enforcement Actions; Online Brand Enforcement; Customs Enforcement Protection.

2012 - 2018 **MURGITROYD & COMPANY,** **Milan**
Italian and European Trade Mark and Design Attorney
Head of the Italian Trade Mark Department

Industry Clients
Luxury Goods, Beauty, Fashion, Entertainment, Finance, Automotive, Telecommunications, Beverage

Responsibilities

In compliance with the GDPR and the Italian Legislative Decree no. 196 dated 30/06/2003, I hereby authorize you to use and process my personal details contained in this document".

- Worldwide Clients Trade Mark Activities: Trade Mark Clearance; Trade Mark & Design Strategies, Availability and Infringement Opinions Providing, Trade Mark & Design Prosecution, External Foreign Trade Mark & Design Counselling and Trademark Enforcement Actions Supervision
- Ducati Motor Holding S.p.A. External Trade Mark Counselling; Trade Mark Portfolio Management; Worldwide Trade Mark Development Strategies; Worldwide Enforcement Actions; Online Brand Enforcement
- Large Corporations as well as Small and Medium Sized Companies Advising on all aspects of Trade Marks, Copyright, Design Rights and Passing off including licenses, Agreements, Due Diligence and Dispute Resolution
- Extensive Experience in Representing Clients before the Italian Intellectual Property Office and EUIPO in Oppositions, Applications for Invalidity and Appeal.
- Clients Supporting during Litigation before the Italian Courts (as a result, I am familiar with relevant aspects of Italian law)

2008 – 2012

PIPPARELLI & PARTNERS,
European Patent & Trade Mark Attorneys
Italian and European Trade Mark Attorney

Milan

Industry Clients
Luxury Goods, Beauty, Fashion, Entertainment, Finance, Automotive,
Telecommunications, Beverage

Responsibilities

- Italian, Community and International Trade Marks Filing, Prosecution and Opposition
- Trade Mark and Design Management.
- Dispute Resolution
- Clients Advising on New Brands Adoption
- Trade Marks Evaluation
- Opinions Drafting on Trade Mark Enforcement at Customs Premises
- External Consultant in a leading European Bank for the Trade Mark Portfolio Re-organization (more than 2.0000 Trade Marks) together with the In House Brand Management
- Coexistence Agreements Drafting, Agreements Licensing and Distribution

2004 – 2008

Freelance IP Law Consultant

Milan

Industry Clients
Textile, Apparel

Responsibilities

- Freelance Consultant to Established Textile and Apparel Companies as well as to Young Designers, focusing on IP Issues Trade Marks and Designs Portfolio Management
- IPRs Enforcement at the Border and Custom Applications Filing
- Legal Opinion Drafting on various IP Issues

2003 – 2004

PARMA, POZZI & PARTNERS Law Firm,
IP Law Consultant

Milan

Industry Clients

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Beauty, Pharmaceutical

Responsibilities

- IP Issues Legal Consultant to leading Beauty Companies as well as Pharmaceutical Industry; in particular Trade Mark Protection Advising, Trade Mark Portfolio Filing and Prosecution, Coexistence Agreement and Licensing Agreements Drafting

2002 – 2003

REACT European Anti-Counterfeiting Network, Milan
Brand Protection Manger Italy

Responsibilities

- Southern European Activities of the International Coalition formed by well-known international trademark owners, representing wide range of business and protecting their IP rights, Coordination and Management,
- Active and Direct Enforcement Activities against Counterfeiting and Piracy in Italy Coordination and Management
- Worldwide Conferences and Training Seminars Speaker

2000 – 2001

EUROPEAN PATENT OFFICE, Munich
DG 5 International Legal Affairs
Administrator

Responsibilities

- In charge of the "Regional Industrial Property Programme" (RIPP 4) for the Harmonization of IP Rights in Central and Eastern Europe
- Representative of EPO in various Meetings and Speaker on "Enforcement of IPRs in Central and Eastern Europe
- Co-author: "The Enforcement of IPRs in eastern Europe" in IIC- International Review of Industrial Property and Copyright Law 8/2001 - Max Planck Institute for foreign and International Patent, Copyright and Competition Law, Munich, Germany

1998 – 2000

Prof. GIORGIO BERNINI Law Firm in association
with Baker & Mc-Kenzie, Bologna
Trainee Lawyer

Responsibilities

- Civil and Commercial Law
- Clients Advising on IP Issues: Adoption of a New Brand, Filing, Prosecution and Trade Mark Dispute Resolution
- Judicial Acts Drafting
- Taking part in Public Hearings before the Civil Tribunal of Bologna.

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MEMBERSHIPS

Since 2012 Member of the Ordine dei Consulenti in Proprietà Industriale (Italian Industrial Property Consultants Institute),

EDUCATION

2018-2019	EUIPO – ETMD Education Programme - Alicante- Spain
2007-2008	Alma Graduate School Bologna University Master Degree "Managing IP" with honors (Awarded Bologna Chamber of Commerce Fellowship)
1996-1997	University of Trento Master Degree in Transnational law
1996	Bologna University Juris Doctor (JD)

LANGUAGES

Italian	Mother Tongue
English	Fluent
German	Good
French	Working Knowledge