

# Industrial and intellectual property

## INDUSTRIAL LAW

- Consultancy on trademarks and other distinctive marks, domain names, industrial patents, ornamental designs and utility models:
  - potential for registration,
  - validity,
  - counterfeiting.
- Consultancy for the protection and optimisation of know-how and trade secrets.
- Assistance in and out of court to protect the prerogatives connected with their ownership or the rights to exploit such, both before national offices (UIBM - the Italian Patent and Trademark Office at the Ministry of Economic Development) and those of the European Union (the European Union Intellectual Property Office - EUIPO and the European Patent Office - EPO), as well as before the legal authorities.
- Identification and negotiation of contractual instruments aimed at exploiting the economic value of intangible assets held and the drafting of the related contracts, such as:
  - sale, licence and sub-licence of trademarks, patents, designs, models and know-how
  - trademark merchandising, co-branding
  - trademark leasing agreements

The firm also collaborates with the major industrial property consulting offices, further guaranteeing assistance during the deposit and registration of national, European and international patents and trademarks.

## COPYRIGHT

- Consultancy for
  - (i) authors of creative works (literary, dramatic, musical teaching, theatrical, cinematographic, photographic, architectonic and industrial design, programs for

processors and databases), in reference to

- preventive protection
  - deposits and registrations
- exploitation
  - identification of the best contractual model
  - negotiation and preparation
  - examination and supplementation of contracts proposed by public or private subjects interested in making economic use of the works

(ii) publishing houses, newspapers, film production companies, theatres, etc. in formalising their relations with authors or third parties in contracts,

(iii) newspapers

- registration of the newspaper with the Court
- protection of editorial products

(iv) owners of works of art (figurative and other), collections, art galleries (including in relations with the Cultural Heritage Administration).

• Preparation and management of the following contracts and agreements:

- commissioning of creative works
- employment for the creation of works
- edition
- publishing of creative works
- representation
- performance
- sale of figurative works and licences for reproduction
- development of films and other audiovisual works (contracts with authors, director's contracts, contracts with artists)
- production and co-production
- distribution (in cinemas, on television and on other devices) and rental.
- purchase and sale, donation, deposit, transport and insurance cover of works of art
- commodatum agreements for works of art
- sponsorship of artistic or cultural events

## **LAW GOVERNING ART**

- Copyright and droit de suite
- Purchase and sale, donation, deposit, transport and insurance cover of works of art
- Donations, inheritances and generational hand-overs of works and collections
- Foundations and trusts

- Loans and commodatum agreements for works of art
- Loans and guarantees on works of art
- Art advisory contracts
- Regulations of works of art of cultural interest in accordance with the Cultural and Environmental Heritage Code

## **LEGAL ASSISTANCE**