

Alessandra Pannozzo

Counsel

Milan

Biography

Whether clients need a guiding hand helping them to navigate the Italian IP legal system, or an innovative approach combining a deep insight of the Italian market with a fresh and unconventional perspective, Alessandra's global outlook, seasoned skills and inventive attitude help clients achieve their goals in the most effective and smooth way. Alessandra's commitment and ability to distil practical solutions from her legal knowledge is appreciated by some key clients of the firm. She enjoys not only solving clients' problems, but anticipating them as well.

With over 15 years' experience working with international and Italian boutique law firms, Alessandra has developed significant know-how in the field of IP. She regularly handles complex litigation, involving challenging procedural problems and innovative design and trademark issues, and multifaceted commercial matters relating to IP assets in industries such as fashion and luxury, technology, media and telecoms, life sciences and hotels, leisure and gaming.

Representative experience

Assisting a U.S. multinational technology company in various contentious matter involving both trademark and copyright issues

Assisting a well-known European company operating in the field of prepaid performance enhancement and commuter benefit services for businesses in relation to complex trademark litigation;



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Languages

English

Italian

Practices

Commercial

Communications, Internet, and Media

Complex Contracting

Copyright

Designs

Domain Names

Intellectual Property

Litigation Services

Patents

Advising a major U.S. manufacturer of skincare, cosmetics, toiletries and fragrances in a trademark dispute before the Italian Supreme Court;

Advising a well-known Italian design furniture manufacturer on the best strategy to protect its products against infringement

Assisting a leading international telecommunications company in drafting and negotiating a number of major agreements involving software issues

Latest thinking and events

- Webinar
 - Select IP with Hogan Lovells | Webinar no. 16: Patent Litigation: Strategy – Technology (Part II)
- Webinar
 - Select IP with Hogan Lovells | Webinar no. 15: Patent Litigation: Strategy – Technology (Part I)

Trade Secrets and Confidential Know-how

Trademarks and Brands

Commercial Litigation

Technology Litigation

IP Litigation, Arbitration, and Alternative Dispute Resolution

Industries

Aerospace and Defense

Consumer

Technology and Telecoms

Areas of focus

Agency and Distribution

IP Rights in Transactions

Technology Contracts

Telecommunications and Wireline

Strategic Counseling and Portfolio Development

Logistics

Manufacturing

Post-Grant Proceedings

Fashion and Luxury Brands

Retail and Consumer Goods

Food and Beverages

Medical Devices

Media and Entertainment

Education and admissions

Education

