

## Maria Beatrice Guardi

Associate

Milan

### Biography

Maria Beatrice is an associate in Hogan Lovells' IP department. She has a true passion for art, fashion and design and really enjoys being involved in both IP contentious and non-contentious matters, especially related to trademarks, copyright, designs and Cultural Heritage.

Maria Beatrice joined Hogan Lovells in September 2017, after graduating from the University of Milan, with a thesis in art law completed at Cardozo University in New York. She has developed experience in drafting contracts and in different IP activities, also related to digital and technology issues for leading companies in the sector, as well supporting activities for projects developed by reputed brands in the fashion and luxury industry.

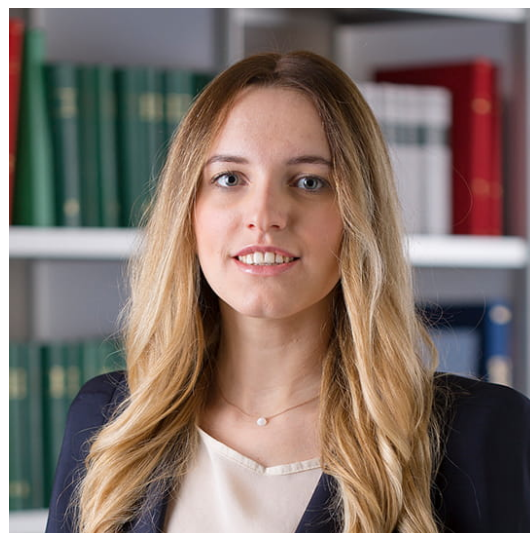
Among the various activities carried out, Maria Beatrice has organized in the last two years a workshop in Hogan Lovells Milano with a focus on street art.

### Representative experience

Advising reputed fashion and luxury brands for clearance searches and legal opinions, not only on IP matters related to trademarks, copyright and design, but also on Cultural Heritage issues.

Assisting a luxury company in filing a formal offer before the Ministry of Finance to reproduce works of art from a reputed artist on clothing and accessories.

Assisting a leading company in digital sector in creating



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### Languages

English  
Italian

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### Practices

Copyright  
Designs  
Intellectual Property  
IP and Technology Transactions  
IP Litigation, Arbitration, and  
Alternative Dispute Resolution  
Trademarks and Brands

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### Industries

Consumer  
Sports, Media and Entertainment

guidelines for internal use on advertising communications and a master contract for the use of contents.

Assisting a Swedish apparel fashion brand in a dispute brought by a competitor for unfair competition, copyright and trademark infringement.

Advising a reputed fast fashion company in different matters and disputes for unfair competition, copyright and trademark infringement.

## Latest thinking and events

### ■ News

- Converting your production to make masks and disinfectants? Our legal guide for Italy

## Technology and Telecoms

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### Areas of focus

Advertising and Copy Clearance

False Advertising and Unfair Competition

Fashion and Luxury Brands

IP Licensing, Commercialization, and Technology Transfer

IP Rights in Transactions

Cosmetics and Personal Care Products

Strategic Counseling and Portfolio Development

Retail and Consumer Goods

Media and Entertainment

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## Education and admissions

### Education

Law Degree, Università Statale di Milano, Milano, 2017

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### Bar admissions and qualifications

Milan

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