

Marco Berliri

Partner

Rome

Biography

Marco Berliri is one of the most well-known lawyers in Italy in the areas of commercial law and Information Technology. He has worked in this field for almost 20 years and is one of the pioneers in the legal arena on new technologies and e-commerce in Italy. He advises many of the most important international players of the new economy with passion and dedication and is well known for his commercial and business oriented approach. Marco is a partner in our Rome office and is the head of the Technology, Media and Communications and Commercial Group in Italy.

Marco has a significant knowledge in information technology, including e-commerce, outsourcing, ISP's liability and data protection. He also has great experience in the commercial law field, including outsourcing, distribution, sponsorship, and general trading arrangements. Marco has worked both in Italy and in the United States, where he also received an LL.M. in International Legal Studies from Georgetown University in Washington DC.

He received a number of awards and acknowledgements from the industry publications and is consistently ranked in the first tier by all legal directories. In particular, since 2010 he is ranked in Band 1 by Legal 500 EMEA and Chambers and Partners and is listed as Star Individual in Chambers Europe since 2015. Marco has been awarded with the "ILO Client Choice Award" for Information Technology in Italy every year from 2011 to 2018, and as "TMT lawyer



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Languages

English

Italian

Spanish

Practices

Mergers and Acquisitions

Privacy and Cybersecurity

Technology Litigation

Strategic Operations, Agreements
and Regulation

Litigation Services

Corporate and Securities Litigation

Commercial Litigation

Insolvency Litigation

of the year" by Top Legal in 2012 and 2018 and Legalcommunity in 2015. Marco was also listed as one of the 50 most influential lawyers in Italy in 2014 and 2015 by the legal magazine Legalcommunity.

Representative experience

Assistance to eBay group on e-commerce, privacy, consumer protection issues.

Assistance to social media and video sharing platforms in relation to ISP's liability and data protection.

Assistance to a number of e-commerce platform in relation to consumers' protection, unfair commercial practices, and doing business online in Italy.

Assistance to multinational companies in the structuring and review of their trading and distribution arrangements in Italy.

Assistance to sharing economy players including Airbnb, Waze and Blabacar on a variety of legal issues posed by the new approach.

Assistance to a number of luxury companies on the compliance with Italian law regulation requirements for the distribution of their products.

Awards and rankings

- TMT (Italy), Star Individual, *Chambers Europe*, 2015-2022
- TMT (Italy), Leading Individual and Hall of fame, *Legal 500 EMEA*, 2019-2021
- Recommended Lawyer in Data - Information Technology, *Who's Who Legal*, 2012-2016
- Best Commercial Law Lawyer, *Class Editori*, 2020
- TMT - Media (Italy) - Band 3, *TopLegal Review*, 2020
- TMT (Italy), Recommended, *Legal 500 EMEA*, 2019-2020
- Italian TMT team has been awarded as Best Law Firm of the Year in IP&TMT, *Legalcommunity IP&TMT Awards*, 2017-2020
- Best Italian IT Lawyer, *ILO Client Choice*, 2011-2018

Industries

Automotive

Manufacturing and Industrials

Automotive

Consumer

Technology and Telecoms

Sports, Media and Entertainment

Areas of focus

AdTech

Agency and Distribution

Broadband, Internet, and E-commerce

Consumer Protection and Privacy

Corporate and Commercial Transactions

Data Protection

Digital Health

E-discovery and Information Management

False Advertising and Unfair Competition

Health Privacy and Cybersecurity

IP Licensing, Commercialization, and Technology Transfer

IT Outsourcing

Networks and Platforms

Outsourcing

Personality Rights

Sales Promotions

Technology Contracts

Telecommunications and Wireline

Esports and Gaming

Latest thinking and events

- Insights
 - Getting The Deal Through: Automotive 2022
- Analysis
 - Separating the real from the fake – Battling fake reviews across the globe
- Webinar
 - EMEA Leadership Talks - Shaping the Future
- Press Releases
 - Hogan Lovells wins COVID-19 misinformation case for Google before the Court of Milan
- News
 - Getting The Deal Through: Automotive 2021
- Press Releases
 - Hogan Lovells successfully assists Google in Italian Google Shopping case

Sports

Media and Entertainment

Education and admissions

Education

Law Degree "La Sapienza",
University of Rome

LL.M., Georgetown University

Memberships

Italian Bar Association
