

Maria Luce Piattelli

Counsel
Milan

Biography

As counsel in the IPMT Group, Maria Luce Piattelli focuses her practice at Hogan Lovells on strategic brand counselling, anti-counterfeit actions and IP transactional works. Since 2004 Maria Luce has developed her skills advising clients in the management of complex trademark and design portfolios, in customs seizure matters as well as in a wide range of domestic and cross-border transactions in industries as diverse as fashion and luxury, technology, media, telecoms and food.

In 2011 she obtained a PhD in IP Law from the University of Parma, with a focus on trademarks, her real passion. If you wish to register your trademark in Italy, Maria Luce knows how to do it. Her skills in devising the most effective branding strategy, combined with a deep understanding of substantive law, are reflected in her ability to provide helpful advice to clients, as well as to draft and negotiate assignment or license agreements and to assist in complex M&A operations where IP is a key asset.

In addition, in the 18 years at Hogan Lovells Maria Luce has developed strong connections with several colleagues of the IP teams in the other offices of the firm, working with them almost every day. If you need a point of contact for IP matters in Italy who is able to also assist transnationally – she is the right person to ask!

Representative experience



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Languages

English
Italian

Practices

Designs
Domain Names
Intellectual Property
Trademarks and Brands
Trade Secrets and Confidential
Know-how

Industries

Automotive and Mobility
Consumer
Technology and Telecoms

Assisting a Japanese manufacturer of printers and electronic devices in customs actions and seizures of fake products run by the Italian Tax Police nationwide

Advising a well-known Italian company active in the fashion field in the management of its trade mark portfolio worldwide

Advising an Italian high-end design manufacturer in the management of its trade mark and design portfolio worldwide and in related trade mark and design disputes

Awards and rankings

- Bronze Band for Prosecution and Strategy, *World Trademark Review 1000*, 2022
- Rising Star in IP, *Legal 500 EMEA*, 2020-2021
- Rising Star in Luxury, *Legal 500 EMEA*, 2020-2021
- Notable practitioner, *IP stars*, 2021

Latest thinking and events

- News
 - Trademark Insight 05/2023 – European Union & Germany // Country Focus - Italy
- Webinar
 - Select IP with Hogan Lovells | Webinar no. 18: IP Transactions: Comparative discussion of royalty provisions and other key economic terms in license agreements
- Press releases
 - Hogan Lovells advises Adenes on two transactions to further its position as a leading provider of claim management services in Italy
- Press releases
 - Hogan Lovells assisted BNP Paribas/BNL in the sale of Axepta Italy to Worldline
- Press releases
 - Hogan Lovells advises CNP Assurances on the signature of an agreement with the Aviva Group for the acquisition of life insurance businesses in Italy

Areas of focus

Electronics and Consumer Appliances

Fashion and Luxury Brands

Food and Beverages

Licensing and Commercial Transactions

IP Rights in Transactions

Retail and Consumer Goods

Strategic Counseling and Portfolio Development

Education and admissions

Education

Ph.D. Intellectual Property Law, University of Parma, 2011

Law Degree, Bocconi University, 2004

- News
 - Welcoming new IPMT partners and counsel in 2021