

Maria Luce Piattelli

Counsel

Milan

Biography

As counsel in the IP 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
 - Don't sleep on trademarks! – The importance of trademark registration for pharma products in the EU
- Press releases
 - Hogan Lovells advises CDP Venture Capital in its investment in Mela Works
- Press releases
 - Hogan Lovells advises BNP Paribas Cardif on setting up a strategic bancassurance partnership in life insurance sector with ICCREA Banca
- Press releases
 - Hogan Lovells advises on the acquisition of CPS Analitica by Calibre Scientific
- News
 - Trademark Insight 05/2023 – European Union & Germany // Country Focus - 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

Accolades

"A highly capable and pragmatic expert, she parries defences and delivers outstanding results"

World Trademark Review 2020

"A highly skilled tactician who devises long-lasting protection plans and has a knack for clearing the market of fakes both quickly and discreetly"

World Trademark Review 2022

- News
 - Trademark Insight 05/2023 – Europäische Union & Deutschland // Country Focus - Italien

"Maria Luce Piattelli is highly skilled as well as very pragmatic and business oriented. Furthermore, she is always engaged and available"

Legal 500 EMEA 2021
