

## Overview

The Intellectual Property team assists leading local and multinational clients in the fashion, luxury goods, furniture, retail, food, electronic communications, media, IT, gaming, entertainment, life sciences, banking, insurance and financial services sectors. Our IP team provides comprehensive advice on all aspects of IP issues, including patents, designs, trademarks, copyright, trade secrets and unfair competition. The team has broad experience in IP litigation. Our IP practice includes a variety of transactional matters, including licenses, distribution agreements and IT. We support clients on administrative proceedings before the EUIPO and Customs for border enforcement issues.

## Key service areas

The team advises and represents clients in the following areas:

- IP litigation
- Trademarks and trade names
- Designs
- Patents
- Copyright
- Know-how and trade secrets
- Domain names
- Unfair competition
- IP filing and prosecution
- FTO analysis
- IP contracts, licensing and assignment
- IP portfolio strategic development and management
- Distribution agreements and selective distribution systems
- Advertising
- Sponsorship agreements
- Employee inventions
- Commercial agreements
- E-commerce

- Customs procedures
- Tech transfer

## Our approach

We understand our clients' industries and unique needs. We closely collaborate with Dentons' global Intellectual Property teams as well as with other specialized practice groups within Dentons in order to guarantee the best possible and most economically viable solutions. Practicality and efficiency—based on our team's combined vast experience—enable us to accommodate client demand in the area of IP and neighboring areas of law.

## Your Key Contacts

### Europe



**Giovanni Francesco**

**Casucci**

Partner, Milan

D +39 02 726 268 00

M +39 335 21 84 33

[giovanni.casucci@dentons.com](mailto:giovanni.casucci@dentons.com)



**Giangiacomo Olivi**

Partner, Milan

D +39 02 726 268 00

M +39 344 27 62 550

[giangiacomo.olivi@dentons.com](mailto:giangiacomo.olivi@dentons.com)