



Franca Acuto

Partner, Jur., Attorney-at-Law, Head of Trademark Area. Italian Bar. Italian Trademark Agent, Professional Representative before the EUIPO. Member of INTA, MARQUES - Association of European Trade Mark Proprietors. Franca graduated in Law from the University of Turin, specializing in IP law.

Languages: native Italian speaker, fluent in English and French

Role: Chief Trademark Officer

Office: Turin

Work experience

Formerly with studio Vietti & Associati, then visiting lawyer at Rothwell, Figg, Ernst & Kurz, in Washington D.C., Franca joined Jacobacci in 1995 where her work has involved all aspects of trademark law in representation of both domestic and foreign clients.

Professional focus

Franca has extensive experience in brand selection, portfolio management, IP due diligence, enforcement and advisory work for clients.

She is particularly experienced in prosecution matters and oppositions filed before the EUIPO. She also has broad experience in coordinating trademark litigation for clients throughout Europe, the US and the Far East.

Areas of expertise

Franca manages the worldwide trademark portfolios of prominent Italian companies operating in a range of sectors, notably food, automotive, pharmaceuticals, personal care products, fashion and toys. Her clients also include small start-ups. She is therefore experienced at providing and tailoring advice to suit a wide range of clients' needs, whether they are filing their first trademark application or are conducting a review of their extensive worldwide trademark portfolio.

Franca regularly advises clients on the filing and prosecution of Italian, Community and foreign trademark applications, as well as on International registrations.

Her work includes the selection of trademarks, trademark searches, strategic filing, and portfolio management. She has substantial experience with prosecution matters and oppositions before both the Italian and Community Trademark Office, as well as in drafting coexistence and license agreements. Franca also advises on infringement and unfair competition matters.

Franca has held a number of external seminars on opposition proceedings before the Italian Patent and Trademark Office and is a regular speaker and contributor of articles for leading IP publications on trademark matters.

Awards

- 2026 - Featured by the [WTR1000](#) Review as one of the highest-rated professionals in Italy in the trademark field: *"Franca has an architectural skill in trademark mandates, using sharp commercial instinct to steer brands in successful directions. Recently, Acuto won an appeal at the EUIPO for a famous fashion brand, after successfully showing that conceptual differences could not neutralise strong visual coincidences in the trademark"*
- 2025 - Featured by the [WTR Global Leaders 2025 Private Practice](#)
- 2025 - Featured by the [WTR1000](#) Review as one of the highest-rated professionals in Italy in the trademark field: *"Franca is a go-to for portfolio management and cross-border litigation coordination for start-ups and mature companies alike. She has made a name for herself in the luxury, consumer goods and pharmaceuticals sectors"*
- 2024 - Featured by the [WTR1000](#) Review as one of the highest-rated professionals in Italy in the trademark field: *"Franca is highly organised, efficient and skilfully represents her clients' intertests in prosecution matters and opposition proceedings"*
- 2023 - Featured by the [WTR1000](#) Review as one of the highest-rated professionals in Italy in the trademark field: *"Franca expertly represents*

clients in contentious matters"

- 2022 - Featured by the [WTR1000](#) Review as one of the highest-rated professionals in Italy in the trademark field: *"Acuto's varied workload is a testament to her versatility"*
- 2021 - Featured by the [WTR1000](#) Review as one of the highest-rated professionals in Italy in the trademark field: *"The well-rounded Franca Acuto is a quick and effective expert who always delivers on time"*
- 2021 - Featured by the [WTR Global Leaders: Private Practice](#)
- 2020 - Featured by the [WTR1000](#) Review as one of the highest-rated professionals in Italy in the trademark field:
"Acuto fully understand the business strategies of her clients, putting in technically solid and thorough performances at the EUIPO".
- Constantly included among the [IPStars](#) (Trademark star 2020/2021/2022/2023/2024/2025/2026), she is ranked among the top 250 most influential women in the Intellectual Property category (Top 250 Women in IP 2020).

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