

Catherine Piani

Partner, Italian and European Trademark Attorney. Attorney-at-Law, Italian Bar. Catherine earned her Law degree from the University of Turin, following a one-year experience at Lund University in Sweden, and a short period at the Université Libre de Bruxelles (ULB).

Languages: Native Italian and French speaker, fluent in English.

Areas of competence: Trademarks

Office: Turin, Alba

Work experience
Catherine joined Jacobacci & Partners in 2006, where she qualified as a Trademark and Design Attorney.
After 12 years, she left her consultancy role to work in-house for a multinational company in Turin, active in the fashion and sportswear sectors. At this company, Catherine founded the IP Department and served as its head, with a specific focus on trademarks, designs, domain names, and copyright.
Following this seven-year in-house experience, Catherine returned to Jacobacci in 2025 as a Partner to resume her consultancy work.
Over the years, Catherine has participated in major IP conferences, such as INTA, where she had the opportunity to meet and develop strong professional relationships with IP lawyers and trademark attorneys worldwide.

Professional focus
Catherine has developed extensive experience in assisting clients, with a particular focus on evaluating trademark protection and enforcement strategies. Her experience ranges from trademark clearance and pre-filing advice, filing and prosecution of trademarks up to registration, oppositions, and drafting coexistence agreements, with the aim of advising on the best strategies for enhancing clients' intangible assets.
Catherine also has significant experience in anti-counterfeiting activities, with a specific focus on the Chinese market, and a solid knowledge of Customs control procedures.

Areas of expertise
Catherine manages worldwide trademark portfolios for a wide range of clients, from small businesses to multinational corporations, operating in various sectors, including fashion, sport, food, banking, automotive, and cosmetics.

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