JACOBACCI & PARTNERS

Gabriele Borasi

Partner, Economic Sciences, Italian Trademark Agent, Professional Representative before the EUIPO. Member of INTA. Gabriele graduated in Economic Sciences from Bocconi Milan University, specializing in IP.

Languages: native Italian speaker, fluent in English and French

Areas of competence: Trademarks

Office: Milan

Work experience
Gabriele joined Jacobacci after obtaining his degree in 1990, and has represented and advised Italian and foreign clients while acquiring considerable experience in all trademarks-related matters.
Gabriele currently heads Jacobacci's trademark department of our Milan office

Professional focus
Gabriele has a broad range of experience in trademark clearance and pre-filing advice, and filing, prosecution and maintenance of trademarks, both before the Italian and the European Trademark Office (EUIPO). Over the years he has obtained significant experience handling oppositions before the EUIPO, on behalf of Italian and foreign companies, and has successfully negotiated out-of-court settlement and coexistence agreements.
He coordinates the worldwide enforcement of a number of prominent trademarks, in particular in the fashion field, cooperating closely with local attorneys at law, and has acquired a thorough knowledge of legal and practical issues relating to trademark enforcement throughout the world.

Areas of expertise
Gabriele manages the worldwide trademark portfolio of major Italian companies operating in the field of fashion, and provides tailored strategic and practical advice on IP-related issues to multinational corporations as well as small and medium sized Italian companies.
His activity includes trademark clearance, filing and prosecution both before the Italian and the European Trademark Office (EUIPO). Over the years he has obtained significant experience handling oppositions before the EUIPO, on behalf of Italian and foreign companies, and has successfully negotiated out-of-court settlement and coexistence agreements, in Italy and abroad.
Gabriele regularly lectures at IP courses for prospective Italian trademark attorneys and frequently gives in-house presentations for clients.

Awards

- 2026 - Featured by the WTR1000 Review as one of the highest-rated professionals in Italy in the trademark field: "*a revered name in the fashion and luxury space, delivers boutique-style client care and large-scale portfolio coordination with finesse*"
- 2025 - Featured by the WTR1000 Review as one of the highest-rated professionals in Italy in the trademark field: " *Gabriele Borasi spearheads the department. He has carved out a niche for himself among those in fashion, drawing the attention of both SMEs and major conglomerates for his extensive expertise*"
- 2024 - Featured by the WTR1000 Review as one of the highest-rated professionals in Italy in the trademark field: " *Gabriele Borasi understands the nuances of trademark law across the globe, which puts him in pole position to deliver meaningful strategic advice* "
- 2023 - Featured by the WTR1000 Review as one of the highest-rated professionals in Italy in the trademark field: *"Gabriele is reliable, efficient, empathetic and knowledgeable"*
- 2022 - Featured by the WTR1000 Review as one of the highest-rated professionals in Italy in the trademark field: *"Gabriele takes care of the finer*

details when managing portfolios, while never losing sight of the bigger business picture"

- Ranked in 2021 Leaders League - Trademark Prosecution -- Italy.
- 2021 - Featured by the WTR1000 Review as one of the highest-rated professionals in Italy in the trademark field: *"rounding off the squad, Gabriele Borasi leverages 20 years of experience to astutely manage portfolios for prominent players in the fashion industry"*
- 2020 - Ranked and recognized by the WTR1000 as one of the most recommended trademark professionals in Italy:
  "Seasoned practitioner Gabriele Borasi's knowledge is unparalleled. Packing 20 years of experience, his prosecution skill set has been delicately honed".
- Ranked in 2020 Leaders League - Best IP Agencies for Trademark Prosecution - key figures.
- Successfully completed the EUIPO Trade Mark and Design Education Programme (ETMD) 2019/2020

Gabriele Borasi
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