

Patrizio de Ferri

Partner. Dr., Head of the Trademarks Department at the Bologna office, accredited Italian and EU trademark agent with the UIBM and the EUIPO. Patrizio graduated in Law from the University of Parma, where he also obtained a Diploma in Advanced European Studies from the European College, specialising in competition law and industrial property. He subsequently obtained further postgraduate qualifications: a Master's in Intellectual Property from the WIPO Worldwide Academy, in collaboration with the International University of Geneva; a Master's degree in Business Internationalisation and Intellectual Property from the Agency for Foreign Trade of the Ministry of Economic Development (ICE – MISE); an Executive Master's degree in Open Innovation & Intellectual Property from LUISS Business School in Rome in collaboration with the Polytechnic University

Work experience

Patrizio joined Jacobacci in 2018. Further to a one-year traineeship period in Brussels at the Permanent Representation of Regione Emilia Romagna to the European Union Institutions, worked from 2014, for the law firm Barzanò & Zanardo, as well as for the company Barzanò & Zanardo S.p.A., in Rome. During this time, he spent a period in Beijing, at the Squire Patton Boggs law firm, working in the anti-counterfeiting area for European clients. After an experience of two and a half years, from June 2019 to November 2021, at the international Law firm Baker McKenzie as IP Advisory Manager, Patrizio has returned to collaborate with Jacobacci as Head of Trademarks for the headquarters of Bologna.

Professional focus

Patrizio has solid experience in trademark clearance and pre-filing advice, filing, prosecution, and maintenance of trademarks, both before the Italian (UIBM) and the European Trademark Office (EUIPO). He has gained substantial experience in handling oppositions and cancellation actions before the UIBM and EUIPO, on behalf of Italian and foreign companies, and has successfully negotiated out-of-court settlement and coexistence agreements, providing practical solutions in Italy and abroad, with specific knowledge of Chinese and American's Jurisdiction and local practices and Law. Patrizio also manages trademarks in jurisdictions outside Europe, cooperating with law firms and local agents in numerous countries, using his knowledge of local law and practice to coordinate trademark rights worldwide. Moreover, he is an expert in the field of domain name disputes resolution procedures, as well as in negotiating assignment, license, and confidentiality IP agreements. Since 2014, Patrizio is a freelance columnist for the legal periodical SPRINT – Sistema Proprietà intellettuale, as well as for other well-known legal periodicals specialized in the IP field.

Areas of expertise

Patrizio manages the worldwide trademark portfolio and anti-counterfeiting programs of well-known Italian companies operating in the field of mechanics, chemistry, fashion and luxury goods, food, wine, and design furniture. He provides tailored strategic and practical advice on IP-related issues to multinational corporations as well as to small and medium-size Italian companies, and major US, English, and Japanese companies on trademark, design, copyright, and anti-counterfeiting issues in Italy. Moreover, Patrizio is also specialized in assisting innovative start-ups, as well as business incubators/accelerators, in the field of technology transfer and Open Innovation strategies.

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of Turin; and an MBA (Master of Business Administration) from the Bologna Business School.

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

Areas of competence: Trademarks

Office: Bologna, Parma