



Floriana Aloï

Italian Trademark Attorney, Professional Representative before the EUIPO. Trademark Jurist Floriana graduated cum laude in Law at the Turin University in 2010.

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

Areas of competence:
Trademarks

Office: Turin

Work experience

Floriana, after a post-graduation experience at the Italian Embassy in Colombia, worked for several years in a firm specialized in IP, where she acquired and refined her professional skills, managing judicial and administrative proceedings and out-of-court settlements concerning trademark and design matters and assisting clients of small, medium-sized and big companies. Before joining Jacobacci in 2019, Floriana also worked in a company specialized in the online protection of IP rights and the recovery of domain names.

Professional focus

Floriana has a solid experience in trademark clearance and pre-filing advice; filing, prosecution and maintenance of trademarks before the Italian Trademark Office, the EUIPO and, with the cooperation of local attorneys, national foreign trademark Offices. She manages office actions, oppositions and cancellation proceedings, and negotiates out-of court settlements and coexistence agreements. She also gained experience in the protection of IP rights on the Internet.

Areas of expertise

Floriana carries out professional activities concerning trademark portfolios of important Italian and foreign companies operating in various fields. Her professional activities include, in particular, advice on trademark, copyright and unfair competition matters, management and substantiation of oppositions before the Italian and European Trademark Office and trademark clearance. Furthermore, her work includes the negotiation of settlement and coexistence agreements.

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