



Gianpiero Coccia

Partner, Jur., Italian Trademark Agent, Professional Representative before the EUIPO. Gianpiero graduated in Law from the University of Trento and obtained an advanced level Master in European and transnational law.

Languages: native Italian speaker, fluent in English

Areas of competence: Trademarks

Office: Brescia

Work experience

Gianpiero joined Jacobacci in 2005 and he is currently head of the trademark department of Jacobacci's Brescia office. Thanks to daily contact with companies and IP firms Gianpiero has gained considerable experience in all trademark-related matters in a variety of jurisdictions worldwide.

Professional focus

Gianpiero has significant experience in trademark protection strategies, in particular in searches, filing, prosecution and maintenance of trademarks before the Italian, International and European Trademark Offices, as well as before main foreign PTOs. He is qualified to handle opposition procedures before Italian and European trademark offices and has gained experience in coordinating enforcement strategies all over the world. He also has acquired important skills in extra-judicial procedures such as negotiations drafting, coexistence-agreements and trademarks enforcement. He also holds seminars and conferences in IP matters.

Areas of expertise

Gianpiero manages trademarks portfolios of several Italian companies in a variety of business sectors, in particular in wine, fashion, industrial design, high-technology and mechanical industries. He is an expert in customs surveillance and seizure procedures, in particular in China, and he has also acquired experience in filing EU trademarks to the extent of accessing to Amazon Brand Registry.

Awards

- 2026 - Featured by the [WTR1000](#) Review as one of the highest-rated professionals in Italy in the trademark field: *"is a seasoned tactician who converts tricky clearance and opposition puzzles into sharp commercial wins and is equally fluent in coexistence talks, keeping clients' marks market-ready and litigation-proof"*
- 2025 - Featured by the [WTR1000](#) Review as one of the highest-rated professionals in Italy in the trademark field: *"Gianpiero Coccia leads the charge. From handling trademark portfolios to big-ticket transactions, he is highly sought out by those in the consumer goods and technology fields. He is an expert in 3D trademark protection, excelling in filings and prosecutions across Italy, the European Union and the United States. He also offers customs monitoring services throughout the European Union and China"*
- 2024 - Featured by the [WTR1000](#) Review as one of the highest-rated professionals in Italy in the trademark field: *"Gianpiero Coccia collaborates closely with his following and stands out for his proactive approach to portfolio management"*
- Successfully completed the EUIPO Trade Mark and Design Education Programme ([ETMD](#)) 2019/2020

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