



**Paolo Viscuso**

Partner, Jur. Italian  
Trademark Agent,  
Attorney at law,  
Professional  
Representative before  
the EUIPO. Paolo  
graduated in Law from  
the University of  
Bologna in 2001.

Languages: native  
Italian speaker, fluent in  
English and French

Areas of competence:  
Trademarks

Office: Padua

## **Work experience**

Paolo began his career as an attorney-at-law prior to joining Jacobacci & Partners S.p.A. in 2006 as a trademark attorney. He has acquired significant experience in all aspects of trademark law, representing both Italian and foreign clients. Paolo is currently Manager of Jacobacci's Padua Office.

## **Professional focus**

Paolo has a broad range of experience in trademark clearance and pre-filing advice, and filing, prosecution and maintenance of trademarks, before the Italian and European Trademark Office (EUIPO). Paolo also handles oppositions and cancellation actions (active and/or passive) before the EUIPO, and has successfully negotiated out-of-court settlement and coexistence agreements.

## **Areas of expertise**

Paolo manages the worldwide trademark portfolio of several Italian companies operating in the fields of fashion, foodstuffs and wine. He provides strategic and practical advice on IP-related issues to multinational corporation as well as to small and medium-sized Italian companies.

Paolo coordinates the worldwide enforcement of trademarks, cooperating closely with local attorneys at law, especially in China, Hong Kong and the USA.

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