



Luca Mariani

Legal Counsel in the field of Industrial Property, Trademark Attorney. Luca holds a combined Bachelor and Master degree in Law from Bocconi University (Milan), with Major in International and Public Law. During his studies, he joined an Exchange Program with the Institute Universiteit van Tilburg (Netherlands), where he acquired expertise in EU law, international private and criminal law. After graduation, he attended the "Course in Industrial Property - Trademarks and Designs" at the Politecnico di Milano.

Languages: native Italian speaker and fluent in English

Areas of competence:
Trademarks

Office: Brescia

Working experience

Throughout his studies at Bocconi University in Milan, Luca gained knowledge and skills concerning Intellectual Property, by means of elective courses and internships. After graduating, he worked for the international cooperation department of the European Patent Office (EPO) in Munich and for several law firms specializing in Intellectual Property, and then started its collaboration with Jacobacci & Partners in September 2019, at their branch in Brescia.

Professional activity

Luca assists clients in all matters relating to trademarks, providing *inter alia*: legal opinions on the basis of Italian and European Union law, case-law and academic interpretation; analysis of the State of Art resulting from trademark searches; strategy for filing trademark applications and assistance with administrative procedures until the achievement of their registration; monitoring Trademark Registers for detection of counterfeit marks (i.e. Watch Service) and, finally, active safeguard measures to protect brands, in the form of cease and desist letters, oppositions and cancellation actions. As far as out-of-court activities are concerned, Luca provides customer support for the negotiation and drafting of coexistence agreements with third parties.

Areas of expertise

As qualified professional representative in Italy and in the European Union for Trademarks and Designs, Luca takes care of the management, maintenance and defense of such rights, which flow into the intangible assets of the assisted businesses.

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