

The World's Leading Trademark Professionals 2017

Italy



Whether registering non-traditional marks or protecting geographical indications, the Italian IP framework is easily navigable. The jurisdiction is also an attractive forum for enforcement – injunctive relief for trademark infringement is readily available, for example – and litigation has picked up as a result. There is a breeze of change in the legal services market, as clients gradually move away from traditional, professor-led firms to more modern, internationally oriented entities. While the dividing line between law firm and agency remains clear, more and more organisations on both sides of the divide are crossing over, mirroring trends across Europe.

Agencies

➔ [GLP Intellectual Property Office](#)

Thanks to its resolutely commercial approach to intellectual property, dynamic outfit GLP is experiencing increasing demand for its trademark protection and management services. The group has all the tools needed to bring a mark to life and help it grow and generate goodwill for its owner. Internationally minded, it files all over the world, selecting the best foreign agents in order to maintain the high standards of quality it sets in Italy and at the EU Intellectual Property Office (EUIPO). GLP continues to blur the line between attorney firm and law firm; co-managing partner and legal department head **Davide Luigi Petraz** is an authority on licensing and a redoubtable litigator, too.

Agencies

Highly recommended

[Barzanò & Zanardo](#)

[Bugnion SpA](#)

[Jacobacci & Partners](#)

[Società Italiana Brevetti SpA](#)

Recommended

[AKRAN Intellectual Property](#)

[Botti & Ferrari Srl](#)

[Buzzi Notaro & Antonielli
d'Oulx](#)

[Cantaluppi & Partners](#)

[GLP Intellectual Property
Office](#) ➔

[Modiano & Partners](#)

[Murgitroyd & Company](#)

[Rapisardi Intellectual Property](#)

[Studio Torta SpA](#)

GLP Intellectual Property Office

www.glp.eu

GLP is an IP boutique that has been providing a complete range of services for the structured protection of IP rights for 50 years. It specialises in protecting inventive ideas; developing and prosecuting IP rights at a European, national and international level; and assisting national and international clients worldwide by analysing, managing and enforcing their IP assets.

Since 1967 GLP has grown thanks to word-of-mouth marketing among satisfied clients who recognise its commitment to delivering high-quality services; understanding their needs, industries and markets; and counselling them on the most practical and efficient solutions that afford the widest range of opportunities.

To assist clients at a top level, GLP has developed its own anti-counterfeiting system to monitor the Internet – from online marketplaces to social networks – and our team can meet and exceed every client's expectations.

GLP's fields of expertise include:

- analysing, drafting, filing and prosecuting IP rights such as patents, trademarks and designs at an international, European and national level;
- legal actions in the IP field;
- economic valuations of IP rights;
- portfolio maintenance and renewal;
- examination of competitors' patent and trademark portfolios and identification of the scope of protection thereof;
- development of technology, know-how and patent protection programmes, licensing and assignment agreements, trade secret agreements, contracts and legal and technical opinions;
- assistance with the transfer or acquisition of IP portfolios; and
- company training courses in IP matters.

The patent department, working together with the legal department, is structured as a heterogeneous group of attorneys and lawyers with decades of experience in the IP field. It deals in multi-disciplinary fields, including mechanics, medical devices, material science, biotech, chemistry, electrical

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equipment, electronics, semiconductors, computer software and hardware and telecommunications. Clients of all sizes and from industries worldwide trust GLP to design strategies to defend their IP rights in the most complex cases.

The team is highly knowledgeable and continually up to date on local and European IP legislative developments.

We believe that intellectual property is a fundamental tool for the growth and development first of an economic system and then of a national economic system. For this reason, for 50 years GLP has written publications that are distributed free of charge and we continue to organise and promote events, courses and seminars.

The team is registered to practise before the European Patent Office (EPO), the EU Intellectual Property Office, the World Intellectual Property Organisation, the Italian Patent and Trademark Office and the San Marino Patent and Trademark Office.

GLP's professionals are active members of the Institute of Professional Representatives before the EPO, the International Association for the Protection of Intellectual Property, MARQUES, the International Trademark Association, the Licensing Executives Society, the European Trademarks Association, the International League of Competition Law, the International Federation of Intellectual Property Attorneys, the Centromarca Institute for the Fight against Counterfeiting and the Italian Patent Information Users Group.

GLP has an exceptionally international outlook; in addition to Italian, members of the firm are fluent in English, German, French, Spanish and Chinese.

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Your European IP Partner