

The World's Leading Trademark Professionals 2018

Italy



Slow change – rather than dramatic upheaval – characterises the Italian trademark services market. There remains an important distinction between law firms and IP agencies in the country, as reflected in the WTR 1000's separate tables; but, as elsewhere in Europe, this distinction is becoming increasingly blurred as more and more practices transcend the contentious/non-contentious divide and many close partnerships emerge between sister organisations. Another gradual development is the growing success of international law firms and nimble boutiques in a marketplace previously dominated by traditional firms led by prominent academics. As in other EU jurisdictions, local practitioners are preparing for the implementation of the Trademark Directive; in particular, they look forward to the introduction of administrative cancellation proceedings – a welcome alternative to sluggish judicial hearings.

Agencies

➔ [GLP Intellectual Property Office](#)

A trusted partner to more than 7,000 domestic and foreign brand owners, GLP Intellectual Property Office is best known for incisive strategic insights, acutely customised advice and steadfast rights management. Its staff are “professional, punctual and pleasant. They are excellent counterparts on transnational matters”. The outfit's offering is broader than most agencies': it enforces and monetises rights, as well as obtaining them. Epitomising this breadth of the practice is [Davide Luigi Petraz](#), an assured counsellor in the face of even the most challenging branding questions.

Agencies

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Davide Luigi Petraz is co-managing partner of GLP, a European patent, trademark and design attorney, and an attorney at law.

Mr Petraz joined GLP in 1996 after graduating in law and working in a prominent IP firm in Washington DC, where he also received his master's in IP law.

As well as being head of the firm's legal department, Mr Petraz consults in relation to patents, trademarks and designs. He assists national and international clients in Europe and in the main jurisdictions in proceedings regarding all aspects of intellectual property, including IP infringement, unfair competition, the disclosure of trade secrets and employee inventions.

Mr Petraz has extensive experience in drafting licence agreements and analysing and managing intellectual property. Further, he has gained considerable experience representing different companies before the European Patent Office, mainly in opposition proceedings.

After being a visiting professor at the University of Udine for several years, Mr Petraz now teaches intellectual property as a contract professor at the University of Trieste. He has authored several publications and regularly speaks at IP-related conferences and seminars.

Mr Petraz is member of the Italian Patent Information Users Group, the European Communities Trademark Association, the International Trademark Association, INDICAM, MARQUES, the Licensing Executives Society Italy and the Italian Association of Industrial Property Consultants.

Mr Petraz is a EURid panellist for the '.eu' domain name and a member of the Italian administration counsel of the International Association for the Protection of Intellectual Property. He is also on the technical committee of the Italian-Brazilian Chamber of Commerce.



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Professional associations

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Your European IP Partner

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 that 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 its 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 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.

In the field of intellectual property, clients can verify the quality of the consultancy that they have received only when they are involved in a lawsuit, which occurs in only 5% of cases. GLP acts as if this verification were applied in all cases, and for this reason it is committed to the highest quality, both in consultancy and drawing up patent documents, and in filing trademarks and designs. The firm's aim is to provide a real quality to its services. As a result, some of GLP's patent texts have been recognised as examples of best practice in national and international publications.

GLP believes that intellectual property is a fundamental tool for the growth and development first of an economic system and second of a national economic system. For this reason, for 50 years GLP has written publications that are distributed free of charge and constantly organises and promotes 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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