

Paola La Gumina

Counsel

Rome

Biography

Combining a deep knowledge of the law and understanding of the issues impacting the client's business with a very practical approach, Paola is focused on commercial and information technology matters, showing great passion and dedication in advising top multinational companies across various industry sectors (amongst others e-commerce, oil, food and beverages, luxury, hotels management).

Since the beginning of her professional career, Paola has developed a significant knowledge in relation to IT matters, including IPS liability, e-commerce, e-payments, e-signatures, legal contents for websites, data protection, online auctions, recovery of domain names, online prize competitions/operations, online advertising as well as IT litigation and consumer protection laws. Over the years, Paola has developed significant experience on commercial contracts, including distribution, supply, service, subcontracting and sale agreements, as well as advertising, outsourcing and franchising agreements. She is appreciated by clients for being able to provide advice in a wide range of fields and her ability to always look for business-oriented solutions. Paola is a frequent speaker at seminars and academic events on e-commerce related matters.



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Languages

English
Italian

Practices

Commercial
IT Law

Industries

Consumer
TMT

Representative experience

Assistance to a multinational e-commerce group on privacy, consumer protection and commercial issues, including litigation and pre-litigation matters

Assisting Birra Peroni on the drafting/negotiation of local and international distribution agreements and on all relevant issues of the commercial relationship

Assisting owners of an international chain of hotels in the drafting/negotiation of project management agreements and other specific service agreements

Assisting several luxury companies on the drafting/negotiation of manufacturing, licensing and distribution agreements for their products in various international markets

Assistance to a multinational e-commerce group, facilitating online C2C and B2C sales on e-commerce

Assisting Exxon on drafting, negotiation and management of commercial issues of strategic agreements with wholesalers for the supply and marketing activities in Italy

Assisting Exxon on various agreements with dealers and retailers for the management of branded service stations (rental, lease, bailment, franchising, licence, supply, etc.)

Awards and rankings

- Clients say "Paola is a veteran of IT law. She has deep knowledge of the evolution of IT law and her advice is very accurate and precise"., *Chambers Europe*, 2018
- Italian TMT team has been awarded as "Best Law Firm of the Year" in IP&TMT., *Legalcommunity IP&TMT Awards*, 2017, 2019
- Italian TMT team has been awarded as "Best team of the year" in New Media., *Top Legal Industry Awards*, 2016

Education and admissions

Education

Law Degree, Università degli Studi di Roma "Tor Vergata", 2003

Accolades

"Paola is a veteran of IT law. She has deep knowledge of the evolution of IT law and her advice is very accurate and precise".

Chambers Europe 2018

"She is equally good at drafting advice, briefs and commercial contracts. She's very reliable."

Chambers Europe 2018

Latest thinking and events

- Press Releases
 - Hogan Lovells assisted Esso on the sale of a going concern consisting of 1,175 service stations located throughout Italy to Euro Garages Group. A final stage of a long-term project