

Maria Luigia Franceschelli

Senior Associate

Milan

Biography

With a Phd in IP Law, a Masters in IP and a focus on Fashion Law at Fordham University, Maria Luigia Franceschelli has a true passion for IP and has developed a thorough understanding in managing IP portfolios for key Italian clients. She simply enjoys being involved in contentious and non-contentious matters on trademarks, copyright, designs, patents, unfair competition and counterfeiting, and has developed good skills in food and life sciences practices.

When there is an IP issue, Maria Luigia is passionate about investigating the problem from every angle to find the most effective solution, taking into account the goal of strengthening and fairly enforcing the IPR rights against infringers. She is particularly involved with the fashion and luxury sector working with leading clients in the field and, as a matter of fact, she is currently seconded part time to a major Italian fashion house.

Graduating from the University of Milan in 2010 cum laude, after spending a semester at UC Berkeley and another six months at the University of Barcelona with the Socrates-Erasmus program, Maria Luigia was admitted to the Milan Bar in 2013 and then concluded her PhD in IP at the University of Milan, with a thesis focusing on designs, trademarks and copyright. In May



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Languages

English
Italian

Practices

Copyright
Designs
Food Law
Intellectual Property
Litigation Services
Marketing and Advertising
Patents
Trademarks and Brands

2015, she attended a specialised course of Fashion Law held at Fordham University, in New York. Further, Maria Luigia actively collaborates with various IP newsletters, blogs and journals.

Representative experience

Assisting a global multinational toner company in Customs proceedings and trademark defence

Assisting various Italian companies in trademark litigations pending in Italy

Assisting Poltrona Frau, Cappellini, Cassina, Nemo, GTV and other main protagonist of the Italian panorama of excellence in the management of their trademark and design portfolios

Advising a global pharmaceutical company with Italian issues arising from a patent litigation concluded in the UK, involving various European countries

Awards and rankings

- Industry Focus: Luxury Goods, *Legal 500 EMEA*, 2019

Latest thinking and events

- Published Works
 - Getting the Deal Through: Luxury & Fashion 2020
- News
 - Converting your production to make masks and disinfectants? Our legal guide for Italy
- Hogan Lovells Publications
 - The holiday shopping rush is here – Eight things retailers need to know this season *Consumer Alert*
- Hogan Lovells Publications
 - Influencer Snapshot: Getting a handle on social media influencers

Industries

Consumer

TMT

Life Sciences and Health Care

Education and admissions

Education

Law Degree, University of Milan, 2010
