

## Luigi Mansani

Partner

Milan

### Biography

In a market traditionally dominated by boutiques headed by academics, Luigi Mansani offers the unique combination of heading the IP practice of an International Law Firm being a university professor. Well known by judges, respected by colleagues, loved by clients for his 25 years' experience in handling the most complex matters and for his academic profile, Luigi is one of the major stars in Italian IP.

This is confirmed by his first-tier ranking in all major directories and the large number of awards received. Educated by 20 years of teaching in an Economic Faculty to be always focused on the business effects of legal strategies, Luigi is a maniac for quality in all details and a recognised market leader in litigation and arbitration. An Internet geek from the very beginning, Luigi has a true love for IP, nourished also by his zest for contemporary arts and design.

### Representative experience

Assisting a world leading *cosmetics* manufacturer and marketer before the Italian Supreme Court in a highly profile case concerning one of its trademarks

Assistance to several fashion houses and manufacturer companies in trademark disputes

Acting as counsel of one the world's largest U.S.



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### Languages

English  
Italian  
French

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### Practices

Copyright  
Designs  
Domain Names  
Gaming Law  
Intellectual Property  
International Arbitration  
Marketing and Advertising  
Patents

winemakers in various trademark matters and regulatory issues concerning the advertisement of wine products

Assisting an American coffeehouse chain in connection with the management of its Italian trademark portfolio and in opposition disputes against potential infringers

Advising Google in a number of copyrights and trademark matters

Assisting Dell on the new rules on copyright levies in coordination with Hogan Lovells' teams in other European jurisdictions

Assisting a world leading technology company focusing on e-commerce in a proceeding brought by a Japanese multinational personal care company for trademark infringement and unfair competition.

Assisting an Italian manufacturer of orthopedic products in the enforcement of its EP Patent and design against three competitors for a potential infringement caused by products for orthopaedic use.

Assisting a world leading pharmaceutical company in the context of a multijurisdictional strategy for the enforcement of its patents covering a medicinal product for the treatment of myeloid leukaemia

Advising a world leading internet service provider concerning possible action to be taken against shopping ad that brand owners allege are for products in violation of their distribution networks.

Assisting a world leading technology company in a potential trademark infringement dispute against an Italian publishing company concerning a well-known client's trademark.

Assistance and advice to a service provider active in the computer software field in a dispute against an Italian individual for the ownership of the "Milemate!" trademark and related software.

Trademarks and Brands

Technology Litigation

IP Litigation, Arbitration, and Alternative Dispute Resolution

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## Industries

Automotive

Life Sciences and Health Care

Technology and Telecoms

Consumer

Diversified Industrials

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## Areas of focus

Advertising and Copy Clearance

Content Licensing, Distribution, and Carriage

False Advertising and Unfair Competition

Fashion and Luxury Brands

Food and Beverages

IP Licensing, Commercialization, and Technology Transfer

IP Rights in Transactions

Media and Entertainment Litigation

Medical Devices

Pharmaceuticals and Biotechnology

Retail and Consumer Goods

Strategic Counseling and Portfolio Development

Cell, Tissue, and Gene Therapies

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Assistance and advice to a leading fashion company on whether a pair of shoes to be launched in their next collection may infringe a pair of UK Kickers shoes.

Assistance to a world leading pharma group with regard to the enforcement option generally available concerning an EP patent on "Iercanidipine" without reference to any specific competitor products.

Assistance to an Italian producer of bottling lines in a proceeding brought by a French competitor concerning infringement of its patents regarding a low pressure accumulation table for bottling lines

Assistance and advice to a well-known Swedish car manufacturer in a potential dispute against an Italian producer of model cars and aircraft concerning the use of the client's brand.

Advising a well-known Swedish car manufacturer in a dispute with a tyre service provider which offers non original rims carrying the client's brand.

Assisting a Swedish multinational clothing-retail company in a proceeding started by an Italian sportswear company before the Court of Milan claiming infringement of the IP rights on "Moon Boot".

Assisting a Swedish multinational clothing-retail company in a proceeding started by an Italian fashion house claiming infringement of its famous "Gancini" trademarks and unfair competition practises.

Assisting a Danish multinational company active in the fashion field in trademark opposition matters as well as in the enforcement of their IP rights in Italy.

Assistance and advice to an American multinational distributor of prestige cosmetics in a dispute with an individual who claims the violation of her personality rights and the right on her name.

Assisting a Danish multinational company active in the fashion field in a pre-contentious mediation

## Education and admissions

### Education

Full Professor of Intellectual Property Law, Università degli Studi di Parma, 2002

Full Professor of Commercial Law, Università degli Studi di Parma, 1994

Associate Professor of Commercial Law, Università degli Studi di Firenze, 1992

Assignee of Research Fellowship, Max-Planck Institute for International and Foreign Copyright, Patent and Competition Law, Munich, 1990

Law Degree, Università degli Studi di Parma, 1982

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### Memberships

AIPPI

INTA

Associazione Disiano Preite per lo studio del diritto dell'impresa

SISPI

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### Accolades

Band 1 for Life Sciences

*Chambers Europe, 2020*

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proceedings, where a competitor claimed that client had copied the design of a pair of trousers.

Successful assistance and advice to a multinational world leader in the development, production and marketing of orthopaedic devices on a trade secret dispute against two competitors

On going assistance to a Danish leading company in the fashion industry in filing various oppositions in Italy against trademarks including the ONLY sign which is a trademark registered by the client.

Assisting and advising Alessandra and Lucia Musazzi in a dispute with Compagnia Dialettale Legnanese I Legnanesi concerning I LEGNANESI identical trademarks and copyright.

Assisting a company active in the field of electronic cigarettes and only recently in the field of room perfumers in a trademark and unfair competition dispute against an Italian competitor

Advising a world leading pharmaceutical group on company internal compliance due diligence concerning intragroup branding guidelines that govern the use of the company brands by affiliates.

Assistance and advice to a world leading pharmaceutical group on parallel imports of some client's products in Italy.

Assistance to an Italian company operating in the design furniture field on a trademark opposition against a competitor in Taiwan.

Assisted the Frau Group in the worldwide management of the IP portfolio of companies of the group (Cassina, Cap Design, Poltrona Frau)

Assisting the universal exposition hosted in Milan in ambush advertising disputes

Successfully assisting a multinational food, snack and beverage corporation in a dispute regarding their major

"Excellent lawyer" - Band 1 for IP

*Chambers Europe, 2020*

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"Excellent lawyer" - Band 1 for IP

*Chambers Global, 2020*

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Leading Individual in IP

*Legal500 EMEA, 2020*

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"Patent Star"

*IP stars, 2020*

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"Seasoned trademark guru" "A brilliant counselor with a deep understanding of intellectual property, he is able to weave together trademark, patent and copyright issues as necessary to create the strongest position for his clients when facing infringers" - Gold band individuals in IP

*World Trademark Review 1000, 2020*

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Best Italian IP Lawyer of the year:  
Design and Lifesciences

*Legalcommunity IP and TMT Awards 2015*

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Clients agree that Luigi Mansani 'is able to solve difficult issues and

chips brand in Italy

Assisting a multinational food and beverage company in trademark infringement, unfair competition, "look-alike", misleading advertising and "ambush marketing" claims

Continued assistance to the leading German telecommunication company in several trademarks and domain names matters, and in related to opposition proceedings

Assisting a world leader company in incentives, rewards and benefits solutions in various nullity proceedings brought by a competitor for its mail voucher trademarks

Assistance to a multinational machinery corporation in trademark disputes

Assistance to a leading Italian company operating in the design furniture field in a trademark opposition against an identical trademark filed by a competitor in Taiwan.

Assisting and advising a leading global provider of telecommunications equipment and network services in a dispute against TIM concerning infringement of design rights regarding the design of a router

Assisting one of the world's largest U.S. winemakers on the possible use of Asti Winery either as brand name or in a descriptive manner for wines produced at the Asti Winery.

Assisting one of the world's largest U.S. winemakers in a dispute against an Italian brewery which filed André trademark application in Italy.

Ongoing assistance and advice to a well known Austrian design company in the management of its entire IP (trademark and design) portfolio and enforcement; assistance with infringement cases worldwide

always obtains very good results.'

*Chambers Europe, 2015*

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"Esteemed professor and lawyer"

Luigi Mansani heads up the department: "He is a very important IP player and a great adversary when it comes to contentious work."

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'I appreciate Luigi's technical know-how and his timely responses and support. He is sophisticated and a brilliant strategist.'

*ILO Client Choice Award, 2014*

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IP Lawyer of the Year

*Legalcommunity IP and TMT Awards 2014 and 2016*

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IP Star for 2016

*Managing Intellectual Property*

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Advising a leading supplier of neuromodulation devices to treat blindness in the termination of agreement with a University Department of Surgery and Medicine for funding a job position of researcher.

Advising a leading company in the field of automatic data acquisition and process automation on internal IP policies.

Assisting a well-known Italian footwear company in a dispute against a competitor who offers for sale a pair of shoes that seems to be a copy of a pair of shoes conceived by the client.

Assistance to the UK owner of the "Semaine" publication in a potential trademark and unfair competition dispute against La Semaine.

Assistance and advice to a well known fashion house on an IP dispute against a Spanish competitor who offers for sale bags and shoes which seem to be infringing products of the client's IP rights

Assistance and advice to a well known fashion house concerning a request received from a UK company for payment of royalties under the UK copyright law

Advising an Italian leading company in the glass decoration on the possible use of the patronymic in the client's company name

On going assistance to an American coffeehouse chain in various trademark oppositions against Italian infringers which file or use trademarks which are similar to the reputed client's name and logo.

Advice to an American coffeehouse chain on whether there are any permissions or protections surrounding the image of the Juliet Statue in Verona.

Assistance to an Italian multinational tyre manufacturer in a proceeding before the Italian Supreme Court concerning one of its trademark used to distinguish a famous tyre manufactured by the company.

Assistance to an Italian multinational tyre manufacturer in trademark disputes against infringers which use marks similar to the long "P" letter adopted by client since the beginning of XX century.

Assistance to a Korean premier full-service law firm in an opposition brought by a competitor based on its EU earlier trademarks against the IR trademark, designating EU, filed by one of its client.

On going assistance to a Korean premier full-service law firm in filing various EU trademark applications and trademark assignment records on behalf of its clients.

Assisting Dell in the administrative challenge against the 2019 national Decrees providing for new rules on ex ante exemptions and ex post reimbursements of unduly paid levies.

Assistance to a leading German company in developing innovative water solutions through smart technology in a dispute against Biotech for alleged patent infringement.

## Awards and rankings

- Excellent lawyer - Band 1 for IP, *Chambers Global*, 2020
- Excellent lawyer - Band 1 for IP, *Chambers Europe*, 2020
- Band 1 for Life Sciences, *Chambers Europe*, 2020
- Leading Individual in IP, *Legal500 EMEA*, 2020
- “Seasoned trademark guru A brilliant counselor with a deep understanding of intellectual property, he is able to weave together trademark, patent and copyright issues as necessary to create the strongest position for his clients when facing infringers. - Gold band individuals in IP, *World Trademark Review 1000*., 2020
- Patent Star 2020, *IP Stars*, 2020

- Trademark Star 2020, *IP Stars*, 2020
- Luxury goods (Italy), Recommended, *Legal 500 EMEA*, 2019-2020
- Intellectual Property, Leading Individual, *Legal 500 EMEA*, 2018-2020
- Intellectual Property (Italy), *Chambers Global*, 2018-2019
- Luigi Mansani's 'deep experience is clear' to see, *Legal 500 EMEA*, 2017
- One impressed client says: He can promptly understand the needs of the company and provide us with a strategic view. He has a pragmatic approach, is easy to work with and always available., *Chambers Global*, 2017
- IP Star for 2016, *Managing Intellectual Property*, 2016
- Clients agree that Luigi Mansani is able to solve difficult issues and always obtains very good results., *Chambers Europe*, 2015
- IP Lawyer of the Year, *Legalcommunity Awards*, 2014 & 2016
- I appreciate Luigi's technical know-how and his timely responses and support. He is sophisticated and a brilliant strategist, *ILO Client Choice*, 2014
- Market observers view Luigi Mansani as an excellent patent litigator with vast experience in all areas of IP such as trade marks, copyright and unfair competition. His high-calibre clientele also instruct him on non-contentious matters., *Chambers Europe*, 2014
- Head of the IP practice Luigi Mansani is "simply excellent", *World Trademark Review*, 2014

## Latest thinking and events

- News
  - Getting The Deal Through: Automotive 2021
- Published Works

- Patent Litigation 2021 guide *Chambers and Partners*
- News
  - Augmented reality and e-commerce: IP implications of a powerful alliance
- Webinar
  - Trademarks 2020 – new developments in Asia and Europe
- Webinar
  - Influencer Snapshot webinar series: Influencers around the world
- Insights
  - Italy introduces changes to historical trademarks of national interest