

Marco Berliri

Partner

Rome

Biography

Marco Berliri is one of the most well-known lawyers in Italy in the areas of commercial law and Information Technology. He has worked in this field for almost 20 years and is one of the pioneers in the legal arena on new technologies and e-commerce in Italy. He advises many of the most important international players of the new economy with passion and dedication and is well known for his commercial and business oriented approach. Marco is a partner in our Rome office and is the head of the Technology, Media and Communications and Commercial Group in Italy.

Marco has a significant knowledge in information technology, including e-commerce, outsourcing, ISP's liability and data protection. He also has great experience in the commercial law field, including outsourcing, distribution, sponsorship, and general trading arrangements. Marco has worked both in Italy and in the United States, where he also received an LL.M. in International Legal Studies from Georgetown University in Washington DC.

He received a number of awards and acknowledgements from the industry publications and is consistently ranked in the first tier by all legal directories. In particular, since 2010 he is ranked in Band 1 by Legal 500 EMEA and Chambers and Partners and is listed as Star Individual in Chambers Europe



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Languages

English
Italian
Spanish

Practices

Commercial
Complex Contracting
Gaming Law
IT Law
Marketing and Advertising
Mergers and Acquisitions
Privacy and Cybersecurity
Technology Litigation

since 2015. Marco has been awarded with the "ILO Client Choice Award" for Information Technology in Italy every year from 2011 to 2018, and as "TMT lawyer of the year" by Top Legal in 2012 and 2018 and Legalcommunity in 2015. Marco was also listed as one of the 50 most influential lawyers in Italy in 2014 and 2015 by the legal magazine Legalcommunity.

Representative experience

Assistance to eBay group on e-commerce, privacy, consumer protection issues.

Assistance to social media and video sharing platforms in relation to ISP's liability and data protection.

Assistance to a number of e-commerce platform in relation to consumers' protection, unfair commercial practices, and doing business online in Italy.

Assistance to multinational companies in the structuring and review of their trading and distribution arrangements in Italy.

Assistance to sharing economy players including Airbnb, Waze and Blabacar on a variety of legal issues posed by the new approach.

Assistance to a number of luxury companies on the compliance with Italian law regulation requirements for the distribution of their products.

Awards and rankings

- Marco Berliri and his team are ranked in Band 1, *Chambers and Partners, Legal500 EMEA and Top Legal*
- TMT (Italy), Leading Individuals, *Legal 500 EMEA*, 2019-2020
- TMT (Italy), Recommended, *Legal 500 EMEA*, 2019-2020
- Best Commercial Law Lawyer, *Class Editori*, 2020

Industries

Automotive
Consumer
Technology & Telecoms

Areas of focus

AdTech
Agency and Distribution
Broadband, Internet, and E-commerce
Consumer Protection and Privacy
Content Licensing, Distribution, and Carriage
Corporate and Commercial Transactions
Data Protection
Digital Health
E-discovery and Information Management
False Advertising and Unfair Competition
Health Privacy and Cybersecurity
IP Licensing, Commercialization, and Technology Transfer
IT Outsourcing
Media and Entertainment Litigation
Networks and Platforms
Outsourcing
Personality Rights
Sales Promotions
Sponsorship
Technology Contracts

- Listed as Star Individual, *Chambers Europe*, 2015-2020
- Best Italian IT Lawyer, *ILO Client Choice*, 2011-2018
- Italian TMT team, lead by Marco Berliri, won the Best team of the year in New Media, *TopLegal Industry Awards*, 2016
- Recognized as leading lawyer in TMT, *Who's Who Legal*, 2012-2016
- Marco was also listed as one of the 50 most influential lawyers in Italy, *Legalcommunity*, 2014 - 2015
- Italian TMT team has been awarded as Best Law Firm of the Year in IP&TMT, *Legalcommunity IP&TMT Awards*, 2017-2019-2020

Latest thinking and events

- News
 - Getting The Deal Through: Automotive 2020
- Published Works
 - Getting the Deal Through: Luxury & Fashion 2020
- Awards and Rankings
 - Hogan Lovells Italian team wins: "Best Law Firm of the Year" at the 2020 Legalcommunity IP & TMT Awards
- Hogan Lovells Publications
 - Signing of contracts concerning banking services by means of the simple electronic signature
- Hogan Lovells Publications
 - The new Digital Service Tax has entered into force in Italy
- Hogan Lovells Publications
 - Trending topics in retail and fashion

Telecommunications and Wireline

Education and admissions

Education

Law Degree "La Sapienza", University of Rome

LL.M., Georgetown University

Memberships

Italian Bar Association

Accolades

The "brilliant" Marco Berliri is held in high regard by his clients, who consider him to be "clever, very business-oriented and quick in replying. He has deep knowledge of the TMT world, from both the business and legal standpoint."

Chambers Europe 2020

"He is always available even in urgent situations, up to date, very business-oriented and quick to reply."

Chambers Europe 2019

"He has top technical capabilities and perfect business understanding, and is highly regarded by all of his clients for his can-do attitude."

Marco is always calm and relaxed."

Chambers Europe 2018
