
WIPO LIST OF NEUTRALS

BIOGRAPHICAL DATA

Massimo INTROVIGNE
Studio Legale
Jacobacci & Associati
Turin
Italy



Nationality: Italian

EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS

B.A, Philosophy, Gregorian University, Rome, 1975;
Dr. Jur., University of Turin, 1979;
Counsel, Trademarks, 1983.

LANGUAGES

Italian, English, French and Spanish

PRESENT POSITION

Studio Legale Jacobacci and Perani;
Italian Patent and Trademark Agent;
Professional representative before the Community Trademark Office (OHIM);
Assistant Lecturer at the Law Institute, Turin University (1979-1985).

MEMBERSHIP IN PROFESSIONAL BODIES

Member:
Licensing Executives Society (LES), Italy;
January 28, 2020

International League for Competition Law (LIDC);
International Association for the Protection of Industrial Property (AIPPI);
American Intellectual Property Law Association (AIPLA);
European Community Trademark Association (ECTA).

AREAS OF SPECIALIZATION

Intellectual property:
Trademarks, copyrights, merchandising and fashion design.

EXPERIENCE IN INTELLECTUAL PROPERTY

Intellectual Property Counsel from 1980-1995:

- Negotiating and drafting licensing agreements and other intellectual property contracts;
- Litigation concerning intellectual property in Italy and abroad;
- Negotiating settlements in intellectual property litigation;

Acted as an expert in over 150 intellectual property court cases.

MAJOR PUBLICATIONS

Co-author, "La tutela giuridica del software" ("Legal protection of software"), 1984;
"Sponsorizzazione, contratto di merchandising, pubblicità" ("Sponsorship, merchandising and advertising agreements"), 1993;

Articles and papers in the intellectual property field include:

"Recent industrial property developments under EEC law", *PTR*, Vol. 82, No. 9, Sept. 1984, pages 347-354;
"Patent infringement litigation costs", Section II, Italy, pages 111-120, *Longman Specials 1990*;
"Provisional remedies relating to unfair competition", *International Review of Competition Law*, 1991, No. 164, pages 27-32 and 1992, No. 168, pages 36-42;
"Piccola guida per i perplessi. FAQ in materia di domain names, cybersquatting e pornosquatting", 2004.

EXPERIENCE IN MEDIATION

Participated in approximately 70 disputes, acting ten times as informal mediator and 60 as counsel. Experience includes patents, trademarks, and cross-licensing between Europe, the U.S. and the Far East.
