

Luxury Seminar *Maintaining Brand Integrity in the Luxury Sector*

Wednesday October 28, at 2.30 pm - Hotel Principe di Savoia, Milan

Since 2011 Ughi e Nunziante, together with some of the most important European law firms assisting “luxury” industry clients, has been organizing periodical seminars dedicated to this market, which includes not only the fashion industry, but also all those sectors in which creativity, taste and having a prestigious aura constitute key elements for a competitive advantage.

The 2015 seminar will be in Milan on **October 28** from 2.30 pm to 6.00 pm.

The **first part** of the event will be an occasion to evaluate the impact of some important EU reforms in the field of intellectual property that are expected to be implemented in the near future.

The **second part** will take the form of a roundtable moderated by Giovanna Zucconi, a journalist with an extensive experience in the luxury sector, where managers and in-house counsel will discuss the critical challenges and opportunities which are facing luxury brands.

SPEAKERS AT THE ROUNDTABLE INCLUDE:

Lucia Boscaini
Bulgari

Gianluca Cantaro
L'Officiel Italia

Lucia Capotondi
Giuseppe Zanotti Design

Adolfo Carrara
Designer

Lorenza Castelli
MIA Photo Fair

Andrea Chiappini
Italian Venture Hotellerie

Cristiana Cappetta
Fendi

Valeria De Fiore
La Prairie

Alberto Festa
Professor of Luxury Brands
Management, Luiss University

Peter Gladel
Beauty & Luxury

Marco Leone
Nomisma

Filippo Lotti
Sotheby's Italia

Fedele Usai
Edizioni Condè Nast

AGENDA

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| 14.30 | Welcome | Fiorella F. Alvino and Carlo Eligio Mezzetti Ughi e Nunziante |
| 14.45 – 15.00 | Protecting designs in luxury brands (an Italian law perspective) | Carlo Eligio Mezzetti – Ughi e Nunziante |
| 15.00 - 15.15 | New EU trade mark provisions affecting non-traditional marks | Mary Bagnall – Charles Russell Speechlys |
| 15.15 – 15.30 | Protecting know-how in Europe and the proposed Trade Secrets Directive | Sandra Sophia Redeker – Noerr |
| 15.30 – 15.45 | Luxury industries in digital | Vincent Fauchoux – Deprez Guignot Associes |
| 15.45 – 16.00 | Made in ... (a Swiss law perspective) | Adrien Alberini - Lenz & Staehelin |
| 16.00 | Coffee | |
| 16.30-18.00 | Interactive Workshop <i>New media, new technologies: towards a democratization or a new exclusivity?</i> <i>The art of being a luxury brand: investment or brand building?</i> | <p>MODERATOR: Giovanna Zucconi</p> <p>Lucia Boscaini, Brand and Heritage Curator, Bulgari Gianluca Cantaro, Editor-in-Chief, L'Officiel Italia Lucia Capotondi, General Counsel, Giuseppe Zanotti Design</p> <p>Adolfo Carrara, Designer Lorenza Castelli, MIA Photo Fair Andrea Chiappini, Italian Venture Hotellerie Cristiana Cappetta, Senior Legal Manager, Fendi Valeria de Fiore, General Manager Italy, La Prairie Alberto Festa, Associate Professor of Luxury Brands Management, Luiss University, Rome Peter Gladel, CEO, Beauty & Luxury Marco Leone, Senior Advisor, Nomisma Filippo Lotti, Managing Director, Sotheby's Italia Fedele Usai, Deputy Managing Director, Edizioni Condé Nast</p> |
| 18.00-19.30 | Drinks Reception | |



PARTECIPATING LAW FIRMS

UGHI E NUNZIANTE is among the oldest Italian law firms. Since its early years, the Firm has combined its intimate knowledge of Italian law with a strong international vocation. It has developed a solid experience in cross-border transactions. Ughi e Nunziante has consolidated expertise and a strong background in providing assistance on all legal issues affecting the luxury sector extending to creative, high tech and innovative products in general. Clients range from medium size businesses and corporations in their early stages of international expansion, to large multinationals, financial institutions, governments and public organizations.

CHARLES RUSSELL SPEECHLYS was formed by the merger in 2014 between Charles Russell and Speechly Bircham. Both firms had a rich and varied history stretching back over 150 years. Headquartered in London with offices in the UK, Europe and the Middle East, Charles Russell Speechlys has 170 partners, and a total of 500 lawyers and provides transactional, regulatory, advisory and litigation and dispute resolution services to major corporates and privately owned businesses.

NOERR - Founded 1950 in Munich, Noerr has grown to become one of Germany's leading independent law firms with its own distinctive style and culture. Today, more than 500 professionals across 15 offices in Germany, CEE, Alicante, London and New York provide client focused and integrated legal services. We have considerable experience of the highly competitive luxury sector and frequently advise our clients on a wide spectrum of issues, from brand protection and unfair competition through distribution and e-commerce to corporate and employment law.

LENZ & STAEBELIN, Switzerland's largest law firm, stands for half a century of experience in business law. Solidly integrated with the Swiss business community, the firm counts among its clients many of the world's most successful and reputable companies, organisations and institutions, as well as individuals with interests in Switzerland.

DEPREZ GUIGNOT ASSOCIES - DDG is ranked among the top French independent law firms. Admitted to the Paris Bar in 1987, with around forty lawyers and legal experts, the firm has developed a department dedicated to the luxury and fashion industries and represents large international groups active in the sector, notably in Fashion and Haute Couture, Fashion Accessories and Leather Goods, Jewelry, Luxury Watchmaking, Design and Perfumery / Cosmetics.

