

## Jacopo Liguori

PARTNER | MILAN

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### Jacopo leads the Italian intellectual property, technology & privacy team in our Milan and Padua offices.

He has over 20 years-experience in intellectual property, tech, privacy and data protection. He assists leading Italian and international companies and private clients, across different sectors, such as life science and pharma, fashion & luxury, automotive, food and beverage, sports, electronics and software, entertainment and multimedia, insurance, financial, and arts.

On the intellectual property side, he advises on filing, exploitation and enforcement of different IP rights, such as worldwide brand protection, licensing and exploitation of image rights. On tech matters, he assists clients with the development of innovative platforms, e-commerce projects, software licensing, outsourcing and technology joint ventures. In the field of privacy & data protection, he advises on GDPR compliance programs, data breach issues, and international transfer of data (e.g. setting up global CRM programs, binding corporate rules, transfer impact assessments) and training. He works on data protection impact assessments for complex data processing with specific risks (IoT, profiling, CCTV, biometrics, geo location) and balancing test. He also assists in authority's inspections, internal investigations and court proceedings.

In addition, he is specialised in the startup field, advising domestic and international startup companies in the digital tech area, focusing on their IP protection and privacy compliance.

He is the author of many articles and chapter on IP and privacy matters and frequently participates as a speaker in conferences and seminars in the tech and privacy fields and collaborates on projects such as B Heroes and startupbootcamp (fashiontech).

In 2023 Jacopo was listed as a "trademark star" by international IP directory, IP Stars.

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# Track record

## Incorrect implementation of e-commerce platform

Assisted a famous designer of luxury shoes in a litigation against a contractual counterparty for an incorrect implementation of their e-commerce platform. The complexity of the transaction is dictated mainly by the multiplicity of legal aspects affecting the relationship between the parties.

## Well known Italian hat maker

Assisting a well-known Italian hat maker on a continuative basis in the establishment of their worldwide brand protection program, along with the relevant pre-contentious and contentious enforcement. Drafting and negotiating commercial and IP agreements and setting up of IP-related employee training

## Leading perfume brand

Assisting a leading perfume brand with monitoring their global selective distribution system

## Top ranked ATP player

Advising a top-ranked ATP Player on IP portfolio planning and due diligence; worldwide surveillance of IP rights including contentious and pre-contentious enforcement; co-branding and sponsorship agreements; advertising/public engagement

## Innovative streaming platform

Assisting a newly established company with setting up an innovative streaming platform for live performances and concerts which allows the artists and audience to interact in real time

## Leading tech and software players

Assisting leading tech and software players with managing their enforcement activities to comply with software licenses and compensation for damages

## Art technology

Advising on a new application of technology in the context of buying and selling artworks via a dedicated online platform including funding and co-ownership regulations

## Robotics and automation

Advising a multinational leader in the design and manufacturing of robotics and automated assembly lines. We assisted with the implementation and offer of a new IOT system, an open platform for the manufacturing industry which focuses on improvements in productivity and efficiency

## Italian fashion brand

Advised one Italy's best known high fashion brands on the implementation of an innovative system to increase interaction on social media

## Global privacy

Advised several companies, amongst which well-known Italian accessories fashion & luxury houses, a high-end home design group, a multinational operator in robotics and a pipeline and valves manufacturer in the setting up and running of their worldwide corporate privacy program along with day-by-day advise on related matters, including quick-response for data incidents

## Pipeline and valves manufacturer

Advised a pipeline and valves manufacturer in a IoT project involving its employees (e.g. innovative remote inspection video systems, wearable monitoring devices)

## Hearing aids company

Advised a leading company active in hearings aids in the launch of a mobile health app and in the drafting of the relevant privacy documentation

## Leading insurance company

Advised a leading insurance company in an IoT project for the management of drivers' behavioural data collected through the black boxes installed on cars

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## Talks

- Webinar on metaverse and nft hosted by Italian Tech Alliance, 2023;
- Seminar hosted by Withers on the new code for Telemarketing, 2023.
- Seminar on data breach management for the Confindustria Veneto, 2022;
- Seminar on data breach management for the Italian bar association, 2022;
- Webinar on metaverse and nft hosted by Indicam, 2022;
- Webinar on internet service provider liability for the Jean Monnet, University of Milano, 2022;
- Seminar hosted by London Trade Art on metaverse and the art sector, 2022;

- Tech Chill Milan conference on privacy issue in the Italian tech sector, 2022;
- ITech Law conference in Zurich on e-sport and data protection, 2022;
- Lecturer at TopLegal Academy Master on Intellectual Property and Data Privacy, 2021;
- 4th Legal AI Summit with a speech on blockchain and privacy, October 2021;
- Seminar on Ransomware hosted by Information Security Media Group, 2021;
- 'Fashion tech law: A global perspective,' New York Fashion Tech Lab virtual workshop speaker, June 2021;
- Taught at 'Made in Italy, Fashion and Luxury Management', MIFL-1st level Master Programme at Università LUM Jean Monnet School of Management, 2020 to date;
- 'Privacy management in companies: general rules and case studies' (La Privacy in Azienda: principi generali e casi pratici) Webinar, May 2020;
- 'IAPP - Smart Working and Usage of Employees' emails in the Time of Covid-19', May 2020;
- 'Solutions and opportunities in Coronavirus times' (Soluzioni e opportunità ai tempi del Coronavirus", Webinar , April 2020;
- "#letsgetdigital: digital signature in Italy - requirements and opportunities" (#letsgetdigital: la firma digitale in Italia: requisiti e opportunità, December 2019;
- Event'Blockchain: the technology to support the wine and food sector', April 2019;
- Lecturer on the 'International Contracts' ('Contrattualistica internazionale') and 'Business Lawyer' ('Avvocato d'affari') courses at Abo Opportunity - Around Business Opportunity (Professional training courses for accountants, lawyers, notaries and consultants and full immersion masters, aimed at training updates for companies), 2018 to date;
- Lecturer on the Master Programme in TV Copyright at Cattolica University in Milan, 2014 to date;

## External publications

'Whistleblowing and privacy', Pacini Editore, 2023

'How to write a privacy notice', Maggioli, 2022

'Ecommerce and Artificial Intelligence', Giuffrè, 2022

'Internet service provider liability', Giuffrè, 2022

'The protection of Tourist in Consumer', Giuffrè, 2021

'Marketing and profiling in the digital era', Giuffrè, 2020

Co-author of a white paper regarding proposals for the Italian strategy on technologies based on blockchain - July 2020

'Operational criticalities arising from data processing for direct marketing purposes and profiling, with a comparative analysis among the main jurisdictions' - Section IX of the volume "Internet law in the digital era" - 'Il diritto di Internet nell'era digitale'- Giuseppe Cassano and Stefano Previti - Giuffrè Francis Lefebvre editions - 2020;

'Smart working: air conditioning, electricity and internet: who pays for the expenses?', May 2020, Corriere Innovazione, Corriere della Sera

'Companies and hacker attacks: let's invest on security', January 2020, Il Secolo XIX

'Data breach: the question is not 'if' but 'when' ', January 2020,

Co-author of the commentary on the Italian Intellectual Property Code, UTET, 2011

Author of various legal notes on 'Le Sezioni Specializzate italiane della proprietà industriale e intellettuale', De Ferrari, 2009 to date

Author of various articles published on Computer law review international, Verlag Dr. Otto Schmidt on Provider's Liability; Internet and Minors;' New Certified Email System; Minimum Security Measures for Personal Data Protection'; 'The New Magna Charta for E-Government, 2004

Author of an article on Telex Anie Review regarding the Italian Law no. 68 of 2003 on the enforcement of EC Directive 2001/29

## Admissions

Italian bar, Milan 2006

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## Education

University of Florence, law degree, 2002; master in business law, 2003; master in intellectual property, 2006

University of Parma, PhD in commercial law, intellectual property and competition, 2012

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## Languages

English

Italian

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## Memberships

Ordine degli avvocati di Milano

Member of Federprivacy and Asso DPO (data protection officer association), IAPP

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## Key dates

Year joined: 2018

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