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**WIPO LIST OF NEUTRALS**

**BIOGRAPHICAL DATA**

Massimo INTROVIGNE  
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Jacobacci & Associati  
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Italy



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Date of Birth: June 14, 1955  
Nationality: Italian

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**EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS**

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

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**LANGUAGES**

Italian, English, French and Spanish.

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**PRESENT POSITION**

Studio Legale Jacobacci and Perani;  
Italian Patent and Trademark Agent;

July 21, 2010

34, chemin des Colombettes, 1211 Geneva 20, Switzerland  
T +41 22 338 82 47 F +41 22 740 37 00 E [arbiter.neutrals@wipo.int](mailto:arbiter.neutrals@wipo.int) W [www.wipo.int/amc](http://www.wipo.int/amc)

Professional representative before the Community Trademark Office (OHIM);  
Assistant Lecturer at the Law Institute, Turin University (1979-1985).

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### MEMBERSHIP IN PROFESSIONAL BODIES

Member:

Licensing Executives Society (LES), Italy;  
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).

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### AREAS OF SPECIALIZATION

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

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### 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.

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### 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.

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### 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.

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