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**WIPO LIST OF NEUTRALS**  
**BIOGRAPHICAL DATA**

Alessandra FERRERI  
Masotti & Berger  
Milan  
Italy



Nationality: Italian

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**EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS**

J.D., State University Milan, Milan, 1993.

Preparation course for the junior judge and the junior attorney, 1993.

Admitted to the Italian Bar, 1996.

Assistant to the Civil Law course Prof. Ubaldo La Porta, at the Catholic University Milan, 1998-00.

Admitted to practice as lawyer before the Italian Supreme Court (Corte di Cassazione) and other higher jurisdictions, 2009.

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**LANGUAGES**

Italian, English

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**PRESENT POSITION**

Senior associate, head of Intellectual Property, Masotti & Berger law firm, Milan, 2014 – to date.

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**PROFESSIONAL EXPERIENCE BEFORE PRESENT POSITION**

Senior Associate, Rapisardi Intellectual Property, law firm, Milan, 2000-2014;

Associate, Laura Hoesch law firm, Milan, 1997-00;

Associate, Calabrese-Didona law firm, Milan, 1996-97;

Associate, Venturati-Garbarino law firm, Milan, 1993-96.

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November 18, 2019

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## AREAS OF SPECIALIZATION

All aspects, both contentious and non-contentious, of intellectual property including patents, trademarks, designs, domain names and copyright, licensing, sponsorship, franchising, image-rights.

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## MEMBERSHIP IN PROFESSIONAL BODIES

Milan Bar Association, 1996;  
Panelist with the WIPO Arbitration and Mediation Center (Geneva), 2002;  
Panelist with Arbitration Chamber of Milan Chamber of Commerce, 2009;  
Panelist with ADR Company, (Reggio Calabria, Torino), 2015.

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## EXPERIENCE IN INTELLECTUAL PROPERTY

Extensive litigation experience (trademarks and patents infringement, unfair competition, domain names), in judicial and extrajudicial contexts, both in Italy and at European and international level;  
Advising businesses and individuals, operating in a wide range of sectors including fashion, publishing, life sciences, industry, energy, bank, food and beverage, on the protection, exploitation and management of intellectual property rights and know how;  
Advice on the protection of software and databases;  
In the context of M&A transactions, IP due diligence service to assist in valuing important IP assets.

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## EXPERIENCE WITH RESPECT TO DOMAIN NAMES

Extensive experience in Internet issues; advising Clients on the protection of intellectual property rights on the web and on cases of cybersquatting and on-line counterfeiting. Advice on filing claims in domain names' disputes before the relevant international and national authorities (WIPO, EURID, Afnic, Nominet).  
As arbitrator with the WIPO Arbitration and Mediation Center in Geneva and the Chamber of Commerce of Milan, Alessandra granted numerous decisions on disputes concerning domain names.

Attended the WIPO Workshop on Domain Name Dispute Resolution, Geneva, November 14 and 15, 2002.

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## EXPERIENCE IN COURT LITIGATION

Extensive experience in court litigations, particularly with regard to intellectual property rights matters.

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## ACADEMIC ACTIVITIES AND RECENT PUBLICATIONS

September 2016: quotation in the legal column "Diritto 24" - "Sole 24 ore" (29/09/16) for her significant advice in patenting a medical preventive and diagnostic kit.

June 2016: speaker at the conference "Patent Box e credito di imposta r&s" organized by Masotti & Berger at Open Zone Oxy.gen in Bresso.

May 2016: thanks to her teamwork and practice, "Masotti & Berger" has been recognized by IP & TMT Awards and awarded the "Rising Star IP law firm" in the year 2016.

February 2015: speaker at the round table "IP e R&D vantaggi fiscali e patent box".  
organized by LegalCommunity in Milan.

January 2015: teacher at the "Corso di Formazione per Professionisti della Security Aziendale" (II Edizione) held at San Raffaele University, Milan, with lessons focused on IP: "Strumenti di tutela della proprietà industriale" e "La contraffazione del marchio. La violazione del marchio che gode di rinomanza".

Author of numerous articles focusing on intellectual property, among them "ADR & DN Surveillance: defense strategies", World IP Review, May 2010.

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