

## WIPO LIST OF NEUTRALS

### BIOGRAPHICAL DATA

Massimo INTROVIGNE  
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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;

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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