

## **ERSILIA CALO'**

Languages: English, German, Italian

### **Specialization**

Italian, European and International Trademark Law.

After a 3-year experience in an American multinational company of chemical and pharmaceutical area, she developed 17-year experience as Trademark, Design Attorney and Legal Consultant in IP matters in one of the leading International Law Firms in Milan, specialized in the protection of Intellectual Property rights.

As Trademark and Legal Consultant, she is responsible for the management of trademark, design, copyright and domain name portfolios in Italy, the EU and worldwide.

Managing all the principle and typical activities of brand protection, dealing with a wide range of trademark and brand matters, including marketing, technical and legal consultancy for the protection of trademarks and brands, creation of new brands, conducting and analysing availability searches, supervising of filing of new trademark applications, defence and prosecution of trademark applications up to their registrations, oppositions and litigious matters, revocations and invalidity actions; negotiating, drafting and conclusion of commercial contracts, license contracts, coexistence contracts and franchising contracts; drafting of merger and assignment deeds; counterfeit and passing off actions abroad.

Specialist also in Trademark Infringement, Counterfeit and Passing off matters, Copyright and Domain names.

University Tutor in relation to I.P. matters and in particular to Trademarks and Counterfeit in Politecnico University of Milano.

### **Professional memberships**

INTA, MARQUES, Italian Patent and Trademarks Attorney Bar Association

### **Publications**

Publications on Certification and Collective Trademarks and on Search and filing of Trademarks.

### **Career**

Study of Law with specialization in Trade and I.P. Law at Catholic University of Milan in 1997.

Italian and European Union Trademark and Design Attorney admitted to Council of the Industrial Property Consultants Bar, to operate before the Italian PTO, EUIPO and WIPO since 2004.

Master in International Contracts awarded in 2016 at Business School Sole 24ore in Milan.

With HOFFMANN EITLÉ since 2016.