



SAGLIETTI BIANCO



Emanuela Bianco

Name Partner

Attorney-at-Law | Avvocato

Italian and European Trademark and Design Attorney. Admitted to the list of PMAC Neutrals.

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IAM Patent 1000, 2025 edition, writes:

"Emanuela Bianco has been an invaluable partner in the patent field, offering crucial legal opinions on potential patent interferences between our products and competitors' rights" "Its practitioners' thorough approach to searches and detailed interference analysis, particularly concerning indirect liability and contributory infringement, have been essential for product commercialisation in the EU"

Legal 500 writes:

"Emanuela Bianco is a co-founder of Saglietti Bianco Law Firm and one of the rising star in Italian litigation in the commercial, intellectual property and product liability fields" "Client-oriented, conscientious, she tackles cases with tenacity and analytical mindset. Confident in court room and leverages excellent argumentation techniques that help boost case winnings"

Qualifications:

Ph.D. in Intellectual Property and Competition Law

Lawyer fully qualified in Italy and in the European Union

Trademark and Design Attorney in Italy and the European Union

Foreign Registered Lawyer in UK

Languages: Italian, English, German, and French

Background:

Ph.D. in Intellectual Property and Competition Law at University of Parma and Modena (2013-2017)

Visiting Researcher at Harvard Law School, MA (US) (2008)

Summer Program on International Arbitration at Oxford New College (UK) (2007)

Law Degree of the University of Torino (2004-2008, *summa cum laude*, with special mention) Humboldt University of Berlin (DE) (2002-2003)

International and Diplomatic Sciences Degree of the University of Torino (2000-2004, *summa cum laude*, with special mention)

Publications & Presentations:

- Speaker at the Turin Book Fair panel "The Publishing Industry Meets AI. Copyright: Quo Vadis?", May 14, 2026
- Moderator at the LES Webinar "Proceedings before the UIBM Board of Appeal: procedural, litigation and substantive law aspects", March 24, 2026
- Speaker at Düsseldorf VDI/VPP-Seminar "Interaktives Planspiel: Compliance-Anforderungen und IP-Awareness in der Praxis: Verantwortung und Prozesse für IP-Teams", March 5, 2026
- Speaker at "IP Serious Game: How to Do Business and Have Fun", Workshop LESI Annual Conference in Dublin, April 28, 2026 & LESI Annual Conference in Singapore, April 28, 2025
- Moderator at the LES Webinar "Strong and Weak Trademarks: Quo Vadis?", March 25, 2025
- Moderator at the WILA Speaker Series "Leadership from the C-Suite", February 25, 2025
- Les YMC Podcast Moderator "Soft skills and IP strategy: beyond knowledge and expertise", January 2025
- Les YMC Podcast Moderator "The Syngenta vs Sumi Agro Case: Business Aspects of Intangible Assets Why IP is So Important?", November 2024
- Speaker at "Distinctive signs: preclusion and coexistence agreements", November 21, 2024
- Speaker at "Trade Secrets - Challenges and strategies from a business perspective", LES YMC Pan European Conference in Vienna, November 15, 2024
- Les YMC Podcast Moderator "The Bolar Clause in Pharmaceutical Patents", September 2024 Moderator at the LES Webinar "The co-ownership of intellectual property rights: quo Vadis?", August 27, 2024
- Les YMC Podcast Moderator "The Co-ownership of intellectual property rights", July 2024
- Speaker at the Webinar "Trade Secrets: A European Perspective - Unique Webinar Series of the LES Young Members Congress", May 28, 2024

Related Expertise

Patent Disputes

Design Disputes

Trademark Disputes

Brand Enforcement

IP Advisory: Strategy and Management

Patent Prosecution

IP Disputes

Industrials, Manufacturing

Data, Technology & Privacy

Healthcare & Life Sciences

Intellectual Property

International Commercial & Trade

IP Advisory: Strategy and Management

Marketing, Regulatory & Public

- Speaker at LES Conference in Milan, “*The 2023 Overhaul of the Italian Arbitration Law*”, April 4, 2023
- Moderator at LES Conference in Milan “*The new trademark’s invalidity and revocation proceedings in Italy*”, July 10, 2023

Professional Associations and Memberships:

LES Italy Secretary, Executive Committee Member, and Young Members’ Co-Chair
 Vice Chair WILA (Women in Licensing Alliance) of LESI (Licensing Executive Society International)
 VPP (Vereinigung von Fachleuten des Gewerblichen Rechtsschutzes)

Professional Honors:

- *Patent 1000: The World’s Leading Patent Professionals 2025* – Individuals: litigation
- Service Recognition – Awarded to Emanuela Bianco for valuable and diligent service to LESI - Singapore 2025
- Top 250 Women in IP, Managing IP
- Leaders League: Best Law Firms for Trademark Litigation 2023 - 2024
- Best Law Firms for Advertising Law Marketing 2023 - 2024
- Best IP Firms for Patent Prosecution 2023 - 2024
- IP Star: Managing IP - Trade Mark Star 2023-2024-2025
- Leading Firm in Intellectual Property in Italy, The Legal 500 Europe

Practice Focus:

Emanuela Bianco specializes in the development of intellectual property strategies aimed at protecting, enhancing, and commercializing her clients' intangible assets at both national and international levels, with the goal of maximizing their return on investment.

With her extensive experience, Ms Bianco conducts IP portfolio audits, tailors trademark and design protection strategies, and oversees the management of global intellectual property portfolios. She represents clients in IP enforcement and litigation concerning patents, trademarks, and trade secrets, while also supporting companies in the implementation of commercial strategies, handling licensing, contracts, and intellectual property protection to optimize the economic value of their assets.

Some recent Legal Matters:

- Represented a leading Italian packaging company, Cuki Cofresco (Melitta Group), before the Italian Supreme Court (Italian Supreme Court, Enlarged Board) in a landmark case that established new legal principles on the withdrawal of claims in decision-making stages and clarified jurisdictional competence in unfair competition disputes.
- Successfully defended an Italian multinational Urmet S.p.a in a multi-jurisdictional dispute against a major competitor, securing a favorable Supreme Court ruling that reinforced procedural principles on perpetuatio iurisdictionis in IP-related litigation.
- Provided legal assistance in judicial proceedings to establish ownership rights over trademarks of the International Yoga Alliance (Indian based international association) against a former licensee. The defense strategy led to full recognition of the client’s ownership under Article 118 It’I IP Code, avoiding the need for additional invalidity actions.
- Advised a sister company of the Pininfarina Group on international trademark protection, also in respect to companies in the fashion industry.
- Advised a US multinational in enforcing its patent rights throughout Europe with innovative strategies;
- Advising a German based group in the medical industry on know how claims, unfair competition, and passing off against an Italian company.