



**PAOLA RUGGIERO**, Chair of the ECTA GI Committee, Bird & Bird, IT

I am the head of Trademark Department in Bird & Bird Milan.

I was admitted as Italian Trademark Attorney and as European Union Trademark Attorney in 1996.

As Counsel here at Bird & Bird, I have broad experience in Italian and European IP law, representing our clients from industries including Food, Fashion, Entertainment, Media, Retail, Finance and Insurance in trade mark, copyright and design matters.

I have built a strong reputation for globally supporting clients in handling and protecting their trademark, design and domain name Portfolio as well as for developing and implementing strategies in prosecution and enforcement of IP rights portfolios.

My practice focuses on trademarks, designs and domain names filing and prosecution, conducting searches, in defending and opposing trademarks and in defending designs as well as in opposition procedures before the Italian and European Union Intellectual Property Office and in nullity actions both for trademarks and designs before the European Union Intellectual Property Office as well as filing UDRP and ADR procedures to recover domain names. I am also specialized in providing legal advice on the recognition and protection of geographical indications and on anti-counterfeiting activities and custom seizures.

In addition, I am a trademark strategist with extensive experience in managing trade mark portfolios and advising on branding strategies for a wide range of clients from individuals through to large multi-nationals, both in Italy and overseas.

After spending 20 years working at Barzanò & Zanardo, I joined Bird & Bird in 2011.

I am a member Inta committees and member of the Trademark Group in Ordine Dei Consulenti in Proprietà Industriale and I am currently the Chair of the ECTA Geographical Indications Team.

Chair of the ECTA Geographical Indications Team. Auditor of SQAP for both relative and absolute grounds on behalf of Inta. Member of the CP11 Euipo project on absolute grounds on behalf of Ecta.

Italian (mother tongue), English (proficiency), French and Spanish (basic)

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