

# Curriculum Vitae – IRMA SPAGNULO

## Personal information

First name and Surname: IRMA SPAGNULO  
Nationality: Italy

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Nationality: Italian

Date of birth: 3rd July 1975

Mother tongue: Italian

Other languages: English, French, Spanish (basic knowledge)

## Education

Law School, University of Pisa "La Sapienza" – "Laurea" in Jurisprudence – 106/110

International and Comparative Intellectual Property Program, University of Victoria (Canada) - 2002

Master in Industrial Property Management, Polytechnic University of Milan, Italy, - 2002-2003

Trainee at Jacobacci & Partners S.p.A. in Milan – 2003

Italian and Community Trademark Attorney, Community Design Attorney since 13 February 2006

## Work experience

Dates: 2003-present

Position: Senior Attorney (Italian and Community Trademark Attorney, Community Design Attorney) at Società Italiana Brevetti ([www.sib.it](http://www.sib.it)) - Piazza di Pietra 38-39, Rome – Italy

Main activities and responsibilities: Counseling Italian and International clients in all aspects of IP, in particular of trademark and designs law. Managing worldwide trademark clearances and filing, prosecution and enforcement of corporate trademark portfolio. Developing implementing and executing strategies in prosecution and enforcement of worldwide trademark portfolios. Responsible for managing and prosecuting of proceedings before the OHIM.

Lectured at the University of L'Aquila (Master programs in IP) - 2010, 2011, 2012

Lectured at the Università La Sapienza (Rome) – Master IBL (International business law) - 2011, 2012, 2013

Lectured at the Italian Trademark Office (UIBM) in connection with a program aimed at instructing the future Examiners in the Opposition proceedings – 2011

### **Papers given at International conferences and meetings**

"Special focus on the proof of use in opposition and invalidity proceedings", given at the 31<sup>st</sup> ECTA Annual Conference, Palermo (Italy), 20-23 June 2012

Regular attendance at the INTA and ECTA meetings

### **Membership in professional bodies**

ECTA (European Community Trade Mark Association - Member of the Design Committee

INTA (International Trademark Association - Member of the OHIM Subcommittee of the Trademark Office Practices Committee (TOPC)

MARQUES (Association of European Trade Mark Owners)

### **Personal skills and competences**

I have a legal background with a focus on intellectual property management. Since starting my practice in 2003, I have dealt with trademark clearance, filing and prosecution with a focus on pre-filing counseling and worldwide trademark portfolio management, which of course includes the development, the implementation and the execution of strategies in the prosecution and enforcement of trademark portfolio.

I provide legal advice and assistance in out-of-court proceedings, as well as on designs and denominations of origin and geographical indications. I daily deal with foreign counsels and meet them from time to time to discuss cases and to coordinate their work abroad: this is particularly important while managing a trademark worldwide portfolio since there might be cross-countries cases but also because a great coordination often has as a result a reduction of fees, time and efforts.

I constantly deal with means aimed to prevent counterfeiting, such as surveillance, investigations, raids with local authorities, litigations in different regions. Clients assigned to me are used to receive monthly reports on performed actions and advice on actions to be performed.

I am used to have meetings with the person in charge of the IP issues of the clients assigned to me but also with their commercial department so to crosscheck if the various actions performed were at the end correct and to evaluate new strategies to protect their rights and to better allocate their financial resources.

I represent Italian and international clients in opposition, invalidation and appeal proceedings before the Italian Trademark Office, the Community Trademark Office, as well as in negotiating and drafting settlement and coexistence agreements. More in particular, during these years, I personally managed the trademark portfolio of Brioni S.p.A., Parmalat S.p.A., Liu.Jo S.p.A., Borbonese S.p.A., Consorzio di Tutela Barolo Barbaresco Alba Langhe e Roero, Dépêche Srl, Newlat S.p.A., System S.p.A., etc. and worked for specific cases for Syngenta International AG, McDonald's International Property Company, Ltd., adidas International Marketing B.V., RAI-Radiotelevisione italiana S.p.A., Salvatore Ferragamo S.p.A., Endemol Italia S.p.A., The Gap, Inc., MasterCard International, Pfizer GmbH, P&G, Warner Bros Inc., Revlon Consumer Products Corporation, PepsiCo, Inc., Philip Morris Brands LLC, etc.