Marina Lanfranconi

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Federlegno-Arredo

Background

Employment History

- **Consultant**

  Olivares Consulting

- **M&R Europe**

Web References
M&R Europe
www.mrelaw.com, 30 June 2012 [cached]
Marina Lanfranconi marina.lanfranconi@mrelaw.com
Marina Lanfranconi specializes in all areas of intellectual property law and her experience matured in an International context allows her to provide specialist advice on global Intellectual Property protection strategies.
The strong academic background and legal training completed in Italy, in the UK and USA enabled Marina Lanfranconi to gain an in depth understanding of both the civil law and common law systems, assist multinational companies in International matters and establish close and efficient working relationships with International and local clients with a problem solving and facilitator approach rather than just a technical one.
Marina Lanfranconi developed her experience in non-contentious matters focusing on the management and acquisition of complex trademark and patents worldwide portfolios as well as in the drafting and negotiation of licence, merchandising, co-branding, manufacturing, advertising, sponsorship, distribution, supply, franchising, co-existence, confidentiality and assignment agreements.
She enthusiastically dedicates herself also to intellectual and industrial property contentious areas with particular reference to the sectors of anti-counterfeiting, anti-piracy, nullity and negative ascertainment actions, including advertising and unfair-competition cases.
Before joining M&R Europe - Intellectual Property Legal Advisors - in 2009, Marina worked in the Intellectual and Industrial property departments of primary International firms, notably Lovells and Gianni Origoni/Linklaters, including work experiences in the media and intellectual property departments in the London headquarters.
Marina participated, in her quality of consultant for Federlegno-Arredo, to an anti-counterfeiting/anti-

piracy diplomatic mission in China sponsored by Confindustria, the Chinese Authorities and ICE that led to the signing of the first Master Agreement on anti-counterfeiting voluntary measures between Federlegno - Arredo and the Chinese National Furniture Association. She is currently a consultant of Federlegno-Arredo and Olivares Consulting.
...
Marina Lanfranconi actively participates as a speaker to presentations, seminars and conferences at Italian and Foreign Universities, companies and private bodies (papers available on demand).
M&R Europe
www.mrelaw.com, 30 June 2012 [cached]
Marina Lanfranconi marina.lanfranconi@mrelaw.com
...
Marina Lanfranconi ha scelto di specializzarsi in materia di proprietà intellettuale, industriale, media e tecnologia dell'informazione e di formarsi e maturare la propria esperienza in un contesto internazionale.
...
Prima di entrare a far parte, nel 2009, dello studio M&R Europe - Intellectual Property Legal Advisors, Marina Lanfranconi ha svolto la propria attività nei dipartimenti di proprietà intellettuale e tecnologia dell'informazione di primari studi internazionali, anche attraverso una collaborazione biennale presso la loro sede di Londra e semestrale presso la loro sede di New York.
Legal Notice
www.mrelaw.com, 22 July 2011 [cached]
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