

# Trevisan & Cuonzo

## **Avv. Daniela Ampollini**

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### **Practice Areas**

- Intellectual Property
- Pharma & Life Sciences Litigation
- Regulatory (Life Sciences)
- Advertising Law

### **Professional Activities**

With more than 20 years of experience in IP, Daniela has advised and assisted both Italian and international clients in the exploitation and protection of innovation using all tools contemplated by IP law: patents, trademarks, designs and models, copyright, industrial secret and unfair competition law, etc. Her experience covers both contentious work (including cross-border and multi-jurisdictional litigation), and non contentious work, including clearance analysis and the negotiation and drafting of commercial agreements concerning the exploitation of industrial and intellectual property rights, also in the context of complex commercial agreements. She assists clients in many industry areas: mechanical, electronic, chemical, pharmaceutical, medical devices, automotive, fashion and apparel, seed industry, food & beverage, FMCGs, and other. Daniela joined Trevisan & Cuonzo in 1999.

Daniela's **professional experience** includes:

- Advising and representing several pharmaceutical companies, both Italian and international, including in relation to biotech products, mainly in the framework of complex multijurisdictional patent litigation
- Advising and representing an Italian multinational company in the food sector, in particular in trademark litigation and in the management of complex trademark license agreements
- Advising an Italian company which owns a number of restaurant formats in setting up its strategy in the management of its portfolio of IP assets
- Advising and representing a world leader in the lighting and consumer electronics industry for more than 15 years, managing complex patent, trademark, unfair competition, industrial design and advertising litigation

### **Affiliations & Publications**

Daniela is a member of AIPPI and INTA. She regularly takes part, including as a speaker, in national and international conferences in the field of IP and has contributed to several publications on intellectual property. These *inter alia* include:

- Proprietà industriale, intellettuale e IT, IPSOA Gruppo Wolters Kluwer, Milano, 2017 and 2022
- International Advertising Law: A Practical Global Guide, Italy, May 2014 and 2021
- Competition Policy International, Practitioners Guide
- Blogger for Wolters Kluwer Law & Business, [www.kluwerpatentblog.com](http://www.kluwerpatentblog.com)
- Member of the Editorial Board of "Patent Lawyer" Magazine

### **Education & More**

<b>Admission</b>	Italy - Avvocato (2001)
<b>Education</b>	European College of Parma (1998)
	University of Parma (Degree in Law 1997)
	University of Wales College of Cardiff (1995)
<b>Languages</b>	Italian, English, French

### **Awards & Recognitions**

- *"Daniela Ampollini has strong international experience in global litigation and the related agreements"*, The Legal 500, 2023
- *"Very responsive and client-friendly. She knows the issues and does cross-border work well"*. Chambers Global, 2022
- *"Charming, considered and great with difficult cases. Achieves spectacular results"*. The Legal 500, 2021
- *"She looks at the situation holistically, connects the dots and comes up with overarching advice"*. Chambers Global, 2021
- *"Daniela Ampollini is a formidable litigator who impresses market observers with her superb work on pharmaceutical and biotech patent disputes"*. Who's Who Legal, 2020
- *"Daniela Ampollini stands out from the crowd, thanks to her expertise, skills and accuracy. Her legal support is and has been fundamental. Furthermore, each meeting with her has been a development opportunity for everyone in our company"*. The Legal 500, 2020
- *"Daniela Ampollini is a go-to in Italy for many big life sciences clients and brings a confident, assured and thorough approach"*. The Legal 500, 2020
- *"Clients recommend her as very knowledgeable, highly skilled and creative"*. Chambers Global 2020
- *"She has a glittering reputation in the IP transactional sphere, with one peer deeming her to be simply excellent"*. IAM 1000, The World's Leading Patent Professionals, 2019
- *"She is extremely knowledgeable and responsive, and provides commercially focused, practical advice that allows clients to successfully navigate the often difficult landscape of the Italia patent litigation system"*. IAM 1000, The World's Leading Patent Professionals, 2017