

CURRICULUM VITAE  
OF GIULIO ENRICO SIRONI

Giulio Enrico Sironi graduated with honours in Law in 1995 from the *Università Cattolica del Sacro Cuore* of Milan with a thesis in Intellectual Property Law on registration as a trade mark of personal names and portraits.

Admitted to the Bar of Milan since 2001 and admitted to practice before the Highest Courts and the Court of Cassation since 2013. Since 1995 he has worked at the law firm Vanzetti e Associati and has been a partner with the firm since 2004. He regularly deals with all fields of intellectual property, in particular trademarks and other distinctive signs, appellations of origin and geographical indications, designs and models, patents, trade secrets, and copyright. He has extensive experience both in litigation and non-contentious activities. He advises clients in negotiations and agreements (settlements, licenses and co-existence agreements) and also regularly provides out-of-court advice on IP matters. He is used to assisting international clients and managing and coordinating pan-European litigation (especially for trademarks and patents) which also involves cross-border issues.

In 1999 he ranked first in the national competition and was admitted to the Doctorate program in IP law at the University of Pavia. He was awarded his research doctorate in Intellectual Property Law in February 2002 with a thesis on the assessment of likelihood of confusion between trademarks. In 2003 and 2005 he undertook periods of study at the Max-Planck-Institut of Munich.

Lecturer for a course in 'Chemical and Biotech Patents and GMO Legislation' at the University of Parma from 2006 to 2014.

Lecturer for the Intellectual Property Law course in the Economics Department of *Università Cattolica del Sacro Cuore* of Milan since 2013.

In 2013, he participated in the national process to qualify as associate professor in the field of trade law. He then qualified, with full approval of the Commission, with effect from 30 December 2014.

He is a member of AIPPI (International Association for the Protection of Intellectual Property), of LES (Licensing Executive Society) and of INTA (International Trademark Association). Since 2011 he has been Chairman of the AIPPI International Standing Committee on Geographical Indications. Within AIPPI Italia he is a member of the Executive Committee, of the Study Group on Distinctive Signs and the Group in charge of educational events.

Member of the editorial board of the law reviews *Giurisprudenza annotata di diritto industriale* and *The Trademark Reporter*.

He is the author of a monograph on the importance of consumer perception in trademark legislation, of many articles and commentaries in the Intellectual Property field (published in national and international law reviews) and of more than one hundred comments on decisions published in the reviews *Giurisprudenza Annotata di Diritto Industriale* and *AIDA*.

He is a speaker at various national and international conferences and holds lessons on Master's Degree and PhD Courses.