

# Giovanni Francesco Casucci

## Partner



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## Overview

Giovanni Casucci is a partner in our Milan office and Head of the Intellectual Property and Technology practice in Italy.

Giovanni focuses on patent litigation and technology transfer, handling significant patent cases also involving antitrust issues. He represents leading corporations before the Italian courts in complex infringement cases covering a broad range of technological matters.

Moreover, he deals with negotiations of technology transfer agreements under different licensing programs, assisting several Technology Transfer Offices of Italian universities.

Giovanni also specializes on design issues, and has advised the Italian Association for Industrial Design (ADI) for several years.

Some of the leading IP cases in Italy were successfully managed by Giovanni: Occlutech/Aga (patents), Flos/Semeraro (copyright and design), Thun/Egan (copyright and design), and recently the famous Diesel/Zara (EU design).

He is enrolled in the Italian Bar and authorized to carry out filing and prosecution activities before the Italian Patent Office, the European Patent Office and the Office for Harmonisation in the Internal Market.

Giovanni developed a specific expertise on China IP issues, being currently among the experts of the China IPR SME Helpdesk program. Since 2006, he has been involved, both as a lecturer and as an advisor, in a number of EU-China WTO, IPR2 and IP Key projects.

## Recognition

- Design Lawyer of the Year, *Legalcommunity IP & TMT Awards 2017*
- Giovanni is steadily ranked by *Chambers Global* and *Chambers Europe* in band 3 for Intellectual Property. "He is very responsive and quick, and he's very easy to work with" report clients" (*Chambers Europe*, 2018). He is also described as an "excellent lawyer when it comes to counterfeiting issues" and is praised for

having "very broad knowledge of different jurisdictions" (*Chambers Europe*, 2016), a "well-known litigator" who "enjoys a strong reputation in IP". Sources describe him as 'well prepared'" (*Chambers Europe*, 2014) and he "is noted for his excellent team management and litigation skills" (*Chambers Europe*, 2013).

- He is recommended by *Who's Who Legal : Patents*, which reports that "he is a "highly skilled patent litigator" who impresses clients with his "wide-ranging knowledge" and "ability to think quickly on his feet".
- Managing IP ranks Giovanni as a Patent Star in Italy, while according to *IAM Patent 1000* he is "a first-rate patent litigator and very familiar with the workings of various Italian patent courts and key judge" (2019), "an extremely knowledgeable and polished litigator" (2018), "a tech transfer and litigation maestro who makes light work of technically challenging instructions" (2016), "always extremely well prepared" (2014), "very well versed in all aspects of patent litigation and a particular favourite of local rights holders", "particularly skilled in matters of patent litigation and technology transfer" (2013).
- *World Trademark Review – WTR 1000* recognizes him among The World's Leading Trademark Professionals, as "he is a tremendous litigator with great business acumen, and a quick thinker with excellent foresight" (2018), "he brings a wealth of design and trademark expertise to the table" (2016), being "very active and highly reputed" (2013).

## Insights

Giovanni is the author of several publications on IP matters, and, recently, contributor to *International Patent Litigation*, Globe 2018.

## Activities and Affiliations

- Director of the Anti-Counterfeiting Study Centre (Centro Studi Anticontraffazione) in Milan, and Co-Director of the Training courses for Patent and Trademark Attorneys at the Politecnico of Milan.
- Vice President of the Board of Directors of EPLAW – The European Patent Lawyers Association and member since 2013.
- Member of the International Association for the IP Protection (Association Internationale pour la Protection de la Propriété Intellectuelle – AIPPI), the European Communities Trade Mark Association (ECTA), and the Licensing Executives Society (LES).

## Presentations

- Giovanni regularly participates as a lecturer in international events, such as the Fordham IP Conference and LES conferences.

## Prior and Present Employment

- Partner, Dentons (2017 to date)
- Resident Partner at Bardehle Pagenberg, Milan, Italy Managing Partner of the Italian Offices (2013 – 2017)
- Founding Partner and Managing Partner of Casucci Studio Legale, Milan, Italy (2006 – 2012)
- Clifford Chance Law Firm, Milan Office, Italy (2002 – 2005)
- Gianni, Origoni, Grippo & Partners Law Firm, Milan, Italy (2001 – 2002)
- Avvocati Associati Franzosi Dal Negro Law Firm, Milan, Italy (1993 – 2000)
- Spolidoro Law Firm, Milan, Italy (1992 – 1993)

# Areas of focus

## Practices

- Intellectual Property and Technology
- Patent Litigation

## Industry sectors

- Luxury, Fashion and Beauty
- Life Sciences and Health Care

## Education

- University of Perugia, 1989, Law Degree, magna cum laude

## Admissions and qualifications

- Admitted to the Bar, Italy, 1999

## Languages

- English
- French
- Italian