



HERBERT  
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FREEHILLS



## GIULIA MAIENZA

ASSOCIATE

[Milan](#)

Giulia advises on contentious and non-contentious intellectual property matters.

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## BACKGROUND

Giulia graduated in law from the University of Milan, Italy after studying in both Spain and Beijing. Her native language is Italian and she is fluent in English and Spanish.

## KEY SERVICES

[Intellectual Property](#)  
[Patents](#)

## KEY SECTORS

[Consumer](#)  
[Manufacturing and Industrials](#)

## EXPERIENCE

Giulia assists clients in relation to the exploitation and protection of valuable IP assets, including patents, trade marks, designs, geographical indications and copyright. She has advised Italian and multinational clients on a range of IP-related cases, including patent and trade mark infringement, unfair competition, product liability, design enforcement.

Giulia has significant experience of assisting clients in relation to data protection and privacy, including on the practical implementation of GDPR, the drafting of privacy statements, drafting and negotiating privacy clauses in contractual arrangements and privacy-related due diligence exercises.

She assists the team in relation to all commercial arrangements for IP assets, such as licensing and distribution contracts, technology transfer agreements, IP assets assignment agreements and co-existence agreements, developing a 360° vision of intellectual property cases.

Giulia completed her training with the firm and qualified in the IP Department, which has seen her work in a number of sectors from consumer goods, fashion and food through to TMT. She has acquired expertise in advising on a broad range of contentious and non/contentious cases, which has allowed her to gain important experience relating to the protection of national and European designs and models and also advisory work on trade mark portfolios. Giulia is also included in complex pan-European patent litigation cases.

Giulia's experience includes:

- advising one of the largest company in the wine sector in a complex proceedings related to the interplay between the protections conferred by trade mark rights and geographical indications
- assisting an artificial intelligence developer on a complex patent and trade mark infringement proceedings
- assisting a worldwide consumer electronics manufacturing company in relation to design infringement cases
- advising a multinational tobacco manufacturer in relation to a number of IP-related cases, including regulatory aspects connected with product launches, advertising and labelling
- advising one of the most well-known Italian commercial broadcaster with a copyright infringement case
- assisting a global manufacturer of valves in relation to the protection and enforcement of its IP rights worldwide

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