



Elena Varese
Senior Associate

Milan
T: +39 02 806181

Elena Varese is a Lead Lawyer in the Intellectual Property & Technology department and is based in the Milan office.

Elena specialises in contentious and non-contentious Intellectual Property, Fashion Law, unfair competition and advertising matters.

Her activity is focused on litigation and legal advice in trademarks, designs, patents, unfair competition, copyright, domain names and advertising for clients active in a number of sectors including fashion, food, toys, technology and publishing.

She has gained wide experience in domain name recovery proceedings and regulation of the wine industry as well as in managing worldwide IP portfolios.

Furthermore, she has gained substantial skills in drafting licence, franchising and technology transfer agreements. She often takes part in due diligence activities regarding different intellectual property rights.

She is a member of the executive panel of DLA Piper Fashion Group and she is occasionally a guest-speaker in Universities and seminars concerning Intellectual Property and Fashion Law.

RELATED SERVICES

- Intellectual Property and Technology

LANGUAGES SPOKEN

English French Italian

LANGUAGES SPOKEN

- English
- French
- Italian

CREDENTIALS

Professional Qualifications

- Avvocato admitted to the Milan Bar

Prior Experience

- May 2019 - to date: DLA Piper, Milan - Lead Lawyer
- May 2016 - May 2019: DLA Piper, Milan - Lawyer
- Oct. 2014 - Apr. 2016: DLA Piper, Milan - Associate
- 2008 - Sept. 2014: Hogan Lovells, Milan - Associate

Education

- University of Genoa, Law degree
- University College London (UCL), LL.M in Intellectual Property Law
- Fordham University School of Law, Fashion Institute, Attendance to Fashion Law Course

Memberships

- Member of the Alumni association of University College London (Alumni UCL)
- Member of Federazione Italiana Sommelier Albergatori Ristoratori (FISAR) and Fondo Ambiente Italiano (FAI)

INSIGHTS

Publications

Street art and fashion in Italy: Who owns the rights to anonymous public artworks?

20 MAY 2019

Undoubtedly, street art and fashion have always been in a controversial relationship. In Italy, we are seeing the latest upwelling of relationship problems, in the use by fashion designers of street art. Should murals or graffiti by anonymous creators be defined as works of art, and therefore be granted the protection provided by Italian Copyright Law (L. 633/1941)? Or should they be considered assets in the public domain, freely exploitable by fashion designers?

Influencers watch out: A new era of digital communication in Italy

26 NOV 2018

Digital communications and influencer marketing are a hot topic worldwide in the fashion industry and, when it comes to fashion, Italy is always up to date.

IP Protection of Fashion Shows in Italy: A catwalk through the unknown

21 MAY 2018

Fashion shows today are far more than just a couple of models on a catwalk. They include real stories and performances and are significant investments involving many contributors.

Law à la Mode: Social Media Influencers & Effective Disclosures, IP and E-Commerce: Your basic checklist, Longchamp's Handbag Copyright Saga, IP Protection of Fashion Shows in Italy and more

21 MAY 2018

Law à la Mode Series

The UK editorial team is delighted to bring you this special edition of Law à la Mode, produced by DLA Piper's Retail Sector group

for distribution to clients and contacts of the firm worldwide and marking the 140th Annual Meeting of INTA in Seattle.
