



### Alessandro Ferrari

**Partner**

alessandro.ferrari@dlapiper.com

**Milan**

T: +39 02 80 618 1

F: +39 02 80 618 201

Alessandro Ferrari is a Partner in the Intellectual Property and Technology practice group and is also head of the Technology sector in Italy.

Alessandro Ferrari mainly focuses on technologies and media, advising clients both on transactional and advisory matters.

As for transactional work, his capabilities include drafting and negotiating complex, strategic and cross border business process outsourcing agreements and other commercial, IT and IP contracts across multiple industries and geographies (e.g. systems integration, ERP and CRM implementations, joint venture operations, offshoring, digital transformation and cloud transformation projects, infrastructural outsourcing agreements, SaaS and other “as a service” agreements, software and hardware licenses, professional services agreements, reseller arrangements, technology transfer and license agreements, agency and distribution agreements - including selective distribution - franchising, procurement and manufacturing agreements, logistics services agreements, bandwidth capacity agreements, content and film production agreements, influencers agreements, patent, know-how, trademark and copyright licenses, etc.). His expertise includes advising on all aspects of the sourcing / procurement process, including developing the deal structure, negotiating and assisting clients in the implementation strategies, governance and performance management regimes. He is also highly knowledgeable in the financial and insurance sector regulations relating to outsourcing and cloud-sourcing. Furthermore, Alessandro assists IT solution providers participating in public tenders.

As for advisory work, Alessandro regularly advises clients on technology-related matters, such as e-commerce / consumer law, data protection and cyber-security, media (including from a regulatory stand point and liaising with the authorities, AGCOM and MISE), product liability, Artificial Intelligence and automation, open source, Internet of Things, Fintech/ Insurtech regulations, e-Signatures and e-Payments, Blockchain, e-Sports and e-Cigs.

- Intellectual Property and Technology

- Technology

Italian English

### LANGUAGES SPOKEN

- Italian
- English

- Assisting UniCredit in one of the largest 2016 business process outsourcing transactions, involving the setting up of NewCos in various European countries, the transfer of various lines of businesses relating to electronic payments, card processing, issuing and acquiring functions, in addition to the drafting and negotiation of the outsourcing agreements; advising on a similar project for HP in relation to the BPO of certain Luxottica functions
- Advising ICBPI on IT contracts and projects, including outsourcing deals
- Assisting Kering in the drafting and negotiation of two large outsourcing projects: one for their help-desk services for the EMEA zone and the second one relating to the infrastructural architecture serving all Group brands
- Assisted NTT Data in the definition of the group policies related to open source software. The assistance included the analysis of hundreds of open source licenses to determine the pros and cons and the drafting of the Group policies
- Assisting Assicurazioni Generali in the drafting and negotiation of a research and development agreement with Progressive (a leading US insurance company) for the development of innovative usage based insurance products
- Assisting Hinowa in the drafting and negotiation of a significant manufacturing outsourcing agreement with a US corporation
- Assisting Scripps in relation to the acquisition of the LCN33 from Consorzio Alfabeta. I regularly advise Scripps on media regulatory and commercial matters
- Assisting Viacom in relation to the acquisition of the LCN27 from Sky and in relation to the Sale of MTV Italia to Sky (media regulatory, IP, commercial)
- Assisting Vodafone Group in setting up a partnership with Mediaset for the transmission of on-demand content through Vodafone's broadband services
- Regularly advising QVC on media regulatory and commercial matters (including inter alia consumer law, e-commerce and data protection)

## CREDENTIALS

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### Professional Qualifications

- Avvocato admitted to the Rome Bar

### Prior Experience

- May 2018 - to date, DLA Piper, Milan - Partner
- May 2016 - May 2018, DLA Piper, Milan - Lead Lawyer
- Dec 2007 - Apr 2016, DLA Piper, Milan - Senior Associate
- 2004 - 2006, LGV Avvocati, Associate

### Recognitions

- Alessandro is ranked by *Chambers Europe* as "Up and Coming Lawyer" and mentioned by *Legal 500* amongst the most renowned professionals operating in Italy.
- Alessandro Ferrari is increasingly active in the IT market, where he has been called "a rising star." He assists with outsourcing and regulatory mandates, often related to data protection issues. Sources call him "very precise and quick, which is especially important when we're under stress. He gives reassurance to us that all risks have been taken into account". ( *Chambers Europe* 2017)
- Alessandro Ferrari is "skilled, quick and efficient". ( *Legal 500 EMEA* 2016)
- Alessandro Ferrari "never loses sight of the final goal". ( *Legal 500 EMEA* 2015)
- The "bright and reliable" Alessandro Ferrari is praised for his work in the media sector, and particularly for his "practical approach and problem-solving attitude". ( *Chambers Europe* 2015)
- Alessandro Ferrari "provides wise advice". ( *Legal 500 EMEA* 2014)
- Alessandro Ferrari is widely considered to be an active and talented media lawyer. ( *Chambers Europe* 2014)
- Interviewees highlight Alessandro Ferrari as a rising star in the technology sphere. One client comments: "He is simply brilliant and I would recommend him to anyone". ( *Chambers Europe* 2013)

## Education

- University of Pavia, Law degree
- University of London, Queen Mary College, LL.M., Intellectual Property

## Scientific Activity

Alessandro was a teacher at the University of Milan, Faculty of Law, in a master course focused on copyright law, outsourcing / cloud computing / data protection related issues and issues relating to Internet Law and new technologies (e.g. blockchain, artificial intelligence).

## INSIGHTS

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## Publications

Alessandro has authored a number of publications, including a comment on art. 16-bis of copyright law (satellite rights) published by UTET Giuridica (2011) in the Code of Industrial and Intellectual Property, C. Galli and A.M. Gambino.

Moreover Alessandro is a contributor of the DLA Piper's IPT blog on intellectual property, media, technology, gaming and commercial law issues.

## Events

## Upcoming

### **Session 3: Enterprise cloud – disruption and rethinking the standard contracting model**

December 6, 2022  
DLA Piper Digital Evolution Tech and Sourcing Webinar Series  
Webinar

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