



Giacomo Lusardi

Lawyer

giacomo.lusardi@dlapiper.com

Milan

T: +39 02 80 618 1

F: +39 02 80 618 201

Giacomo Lusardi is an experienced lawyer advising and counselling entrepreneurs and businesses of diverse industries on technology law and commercial law, intellectual property and data protection matters.

His knowledge of the law, his customer-centric approach and his understanding of the key dynamics of the industries clients operate in, make Giacomo a trusted advisor.

Giacomo's specialties include technology transactions and projects (digital transformation, software, cloud, outsourcing, data, IoT, AI, professional services, etc.), commercial contracts (supply, manufacturing and offtake, services, distribution, license, franchising, logistics, etc.), e-commerce and digital projects, as well as fintech/insurtech projects.

He received an Executive MBA from the University of Pavia / Alma Mater Ticinensis Foundation with a focus on digital transformation.

Giacomo also collaborates with the Chair of Legal Informatics at the University of Milan. He was an adjunct professor of management of licensing at the University of Milan, Dept. of Economics, Management and Quantitative Methods. He is invited lecturer in post graduate courses held by primary national and international universities and training schools. He is also author of scientific publications in his area of expertise.

• Intellectual Property and Technology

Italian English

LANGUAGES SPOKEN

- Italian
- English

- Assisted one of the major insurance companies in Europe in a digital transformation project and group internal restructuring aimed at the creation of a NewCo to provide IT and procurement services to the group entities worldwide. The assistance was focused on the intragroup outsourcing agreement as well as on the master services agreement and joint venture agreement with the main technological partner of the project.
- Assisted a German multinational enterprise from the industrial sector in a project aimed at the servitization of its business model by

adopting cloud-based IoT solutions to monitor the machinery sold to its end customers and provide value added data-driven services. In particular, the assistance was focused on the long-term partnership agreement with the IoT provider, assessments on intellectual property and data related matters, and on the relationships and contracts with end customers.

- Assisted one of the major insurance companies in Europe in a digital transformation partnership with a specialized provider for the development of a software-based wellness program that rewards customers for healthy living and aims to improve employee health and wellbeing. The assistance focused on the drafting and negotiation of the joint venture agreement between the parties and some other ancillary agreements concerning platform and software access, development and management, as well as assessments on intellectual property and data protection matters.
- Assisted a multinational company of the cosmetics sector in a call center outsourcing and offshoring project involving several European countries. The assistance focused on regulatory assessments, on the drafting and negotiation of the master outsourcing agreement, and on the coordination of the different countries in scope as regards the specific country implementation agreements and local regulatory requirements.
- Assisted an Italian investment fund in the acquisition of an insurtech scale-up. The assistance was focused on an assessment concerning the protection and management of the software platform, its underlying algorithms and related IP/know-how, through cloud-based contractual mechanisms alternative to escrow and other tailored solutions.
- Assisted a start-up in the development and launch of a fan token NFT and cryptocurrency platform. The assistance was focused on compliance assessments from a regulatory and data protection standpoint as well as on all the contractual relationships involved in the project (e.g., platform and software development, terms & conditions, contracts with commercial partners, data protection agreements, etc.).
- Assisted one of the largest banks in Europe in amending and negotiating a huge number of outsourcing agreements with IT providers to bring them in line with the EBA Guidelines on outsourcing arrangements.
- Assisted a top-tier multinational enterprise belonging to the food sector in outsourcing its production of semi-finished and finished food products through the transfer of business assets and related long term supply arrangements in two different complex cross border deals taking place between The Netherlands and, respectively, Italy and Germany.

CREDENTIALS

Professional Qualifications

- Avvocato admitted to the Milan Bar

Prior Experience

Before joining DLA Piper, Giacomo Lusardi worked with leading Italian and international law firms.

Education

- Law degree , University of Pavia, Dissertation on Copyright: “*The right of communication to the public in the digital environment*”
- Advanced training in data protection and data governance, University of Milan
- Advanced course on Intellectual Property, WIPO

Memberships

- LES Italia - Licensing Executives Society
- Digital Forensics Alumni (DFA)

Additional qualifications

Adjunct Professor in “Management of Licensing”, University of Milan

- from A.A. 2019/2020 adjunct professor of “Management of Licensing” at the University of Milan, department of Economics, Management and Quantitative Methods.

- from A.A. 2018/2019 honorary fellow of “Legal Informatics” at the University of Milan, department of law.

INSIGHTS

Publications

#DeRisk Newsletter March 2021

24 March 2021

#DeRisk

Our insurance team in Italy presents #DeRisk, the product of years of field experience combined with our insight into the latest trends in risk management.

Outsourcing: A Practical Guide, Second Edition

16 February 2021

We are proud to launch our latest publication, Outsourcing: A Practical Guide, Second Edition. This book is a fully updated edition of the key text on outsourcing, written by our market-leading Global Technology and Sourcing team.

- G. LUSARDI, The data protection general principles, in VV. AA., Privacy Handbook, Wolters Kluwer, 2022. (Italian)
- A. FERRARI, G. LUSARDI, F. GRONDONA, Outsourcing in Italy, KIT BURDEN (Ed.), Global Law and Business, 2021. (English)
- G. LUSARDI, entries in the Legal Informatics Dictionary, G. ZICCARDI e P. PERRI (Eds.), 2020. (Italian)
- G. LUSARDI, Advanced technologies applied to the legal profession, in G. ZICCARDI e P. PERRI (Eds.), Technology and Law, Giuffrè, Milan, 2019. (Italian)
- G. LUSARDI and A. FERRARI, Artificial Intelligence and liability, in VV. AA., How to prepare your company to the digital revolution, Wolters Kluwer, Milan, 2019. (Italian)
- G. LUSARDI and A. FERRARI, Outsourcing Agreements and Artificial Intelligence: Key Contractual Clauses and Negotiation Strategies, in The Licensing Journal, Nov-Dec issue, 2019. (English)
- G. LUSARDI, The notion of “file system” and the data protection legislation’s material scope, in Information and Informatics Law, 2018, 756-771. (Italian)
- Outsourcing: A Practical Guide, Second Edition
- New Regulation on machinery products and the digital transition: Obligations for manufacturers, distributors, and importers
- Liability in the digital and AI age: EU looks beyond the ‘AI act’
- Generali estende a fine 2028 partnership con Vitality Group
- DLA PIPER CON AVON NELLA CESSIONE DEL POLO LOGISTICO DI ANAGNI A QUICKLY GROUP