



Elena Varese

Lead Lawyer

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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.

• Intellectual Property and Technology

English French Italian

LANGUAGES SPOKEN

- English
- French
- Italian

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

Animal welfare and the depiction of animals in advertising

29 November 2021
Sustainability and ESG Issues in Advertising

In this vlog, Elena Varese discusses how brands should approach animal welfare claims in advertising from the perspective of Italian law.

Remote concerts and events: Ensuring protection of IPRs and new tax scrutiny of artists' performance

12 October 2020

The COVID-19 pandemic has caused the cancellation or postponement of the majority of concerts and live events, leading to an unprecedented crisis in the events and live music industry. In fact, although the streaming of music through dedicated platforms and apps has boosted the music industry in recent years, a great deal of an artist's revenue still comes from live performances.

However, even during the months of lockdown, music did not stop, as the absence of live music events has stimulated artists and fans to reinvent the live concert experience by creating and supporting new platforms to discover, listen, and share music while social distancing. The music industry has thus recently embraced new ways to encourage fan engagement by introducing the public to what could take the stage as the new normal of live events for a while: remote concerts and tours.

In this scenario, new legal challenges arise. Some of the most relevant issues concern the copyright protection of the works involved in streamed concerts, as well as the arrangement of the relevant compensations.

Mobile Health: Radical change in fitness and wellness is on its way in Italy

6 July 2020

As most EU countries affected by the COVID-19 outbreak are currently experiencing the temporary closure of gyms, wellness centers and spas, the mobile health industry, including smart wellness and smart fitness apps (mHealth Apps), has remarkably increased its impact on the daily life of citizens, offering them the opportunity to take care of themselves while staying at home for the quarantine, as well as to keep their sense of community alive.

mHealth: verso il cambiamento nel modo di praticare fitness e wellness

29 giugno 2020

Impatto dell'emergenza COVID-19 sull'attuale e futuro sviluppo del settore della Mobile Health nell'UE.

Legal fakes: the fabulous destiny of copycats?

30 April 2020

Over the last decade, some streetwear marks, like the world-famous Supreme, became the most hyped brands of all time. The exclusivity surrounding them created a fertile ground for the rise a new kind of knockoffs: the legal fakes.

Monograms: Just letters or powerful trademarks?

16 December 2019

Some *maisons* have built their empire on motifs made by combining the initials of the founder's name or, more generally, alphabetic letters. However, although the commercial value of monograms is not questioned, they are still made of letters of the alphabet.

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

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.

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Events

Previous

The implications of Brexit in the UK and the EU from a trademarks perspective

7 October 2020

Webinar
