



Elena Varese

Partner

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Milan

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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

Good practices and common pitfalls on ESG advertising in Italy

17 December 2021

Elena Varese highlights good practices and common pitfalls on ESG advertising in Italy. Focussing on social issues, animal welfare and green claims in Italy.

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.

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

NEWS

DLA Piper announces partnership promotions for 2022

28 April 2022

DLA Piper is proud to announce that 74 lawyers have been promoted to its partnership. The promotions are effective as of April 1 2022 in the United States and May 1 2022 for EMEA and Asia Pacific. Promotions have been made across all of the firm's practice areas, spanning 38 offices in 21 countries.
