

**CLAUDIA ROGGERO**

**Avvocato**

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**EXPERIENCES:**

**From January 2012- Entertainment and Media Lawyer, IPC International srl, via Siacci 38, Rome, Italy**

- ♦ legal advice and support in a wide range of areas including: e-commerce law, consumer protection law, marketing and advertising law, privacy, intellectual property, commercial contracts;
- ♦ media and advertising, copyright, privacy, anti-piracy disputes and online piracy issues;
- ♦ financing, production and distribution of films and television programmes with particular experience in film financing in connection with the structuring of co-productions with any combination of government subsidies, tax-based finance, distribution pre-sales and banking finance;
- ♦ acting for broadcasters, TV producers, film-makers, distributors, advertising agencies, music businesses, financiers, publishers, theatre impresarios, celebrities and talent agencies;
- ♦ providing commercial, regulatory and copyright law advice to clients active in all aspects of the media and communications business, particularly those offering music and audiovisual content via digital platforms.
- ♦ assisting clients to launch new and innovative services across a range of technologies, delivering originally to TV sets and latterly to PCs, mobile devices, tablets and all other forms of connected device;
- ♦ deeply involved in the development of independent film and television;
- ♦ sales, marketing and business development support: sweepstakes, promotions, commercial agreements, community events, email marketing, offline marketing, etc..;
- ♦ run DANDI ([www.dandi.media](http://www.dandi.media)), a website which hosts a collection of articles covering IP matters, advertising, copyright, technology and legal.

**2010-2012-Intellectual Property Lawyer, SIB Legal, Corso dei Tintori 25, Florence, Italy**

- ♦ specialized in trade marks and unfair competition, domain names, copyright, design, databases, know how and other confidential information and patents and IP transaction;
- ♦ detected, investigated and prevented from using intellectual property lawfully;
- ♦ got remedies against infringers in Italy and globally;
- ♦ made money from dealing in creator's inventions, copyright, designs, brands in whatever industry sector;
- ♦ put in place and built an effective brand strategy both in Italy and internationally;
- ♦ secured valuable intellectual property rights to owners of creative works or acquiring rights from others;
- ♦ patent, trademark and copyright licensing;
- ♦ intellectual property due diligence and audits;
- ♦ information technology agreements.

**2010-2010-Entertainment Lawyer, DCD Media plc, 151 Wardour Street, London, UK**

- ♦ television regulation, broadcasting licensing, radio communications licence;
- ♦ production and distribution agreements, co-production, commissioning, production services, acquisition of rights for television factual entertainment, reality programming, entertainment formats and documentaries;

**2008-2010-Entertainment Lawyer, VBLex and Tax Firm, Rome, Italy**

- ♦ film agreements, distribution renting and direction, contracts of image and personality rights, agreement relating the exploitation of works of art and cultural property or the assignment of exploitation rights of the literary parts (subject and screenplay), for the execution of soundtracks, associate and executive production, co-production.
- ♦ sponsorship, licensing, agency agreements;
- ♦ negotiated and drafted complex agreements such as software licenses, technology procurement contracts, nondisclosure agreements and end user licenses for mobile applications.

**2006-2008-Intellectual Property Lawyer, Jacobacci Sterpi Francetti Regoli De Haas & Associates, Rome, Italy**

- ♦ provided a fully integrated IP services for all stages of the IP life cycle;
- ♦ trademark, false advertising, and unfair competition litigation, disputes, and strategic counseling;
- ♦ advised Italian and foreign clients on avoiding a violation of other parties' rights, identifying infringers and enforcing IP rights, securing proper transfer of the copyright in works created on a commission basis and on the availability and scope of copyright protection;
- ♦ intellectual property matters including trademarks, trade secrets, copyright, privacy;
- ♦ structured joint ventures and partnerships, collaboration arrangements and alliances, franchising and concessions;
- ♦ attended hearings;

**2000-2005-Copyright Lawyer, Studio Legale Avv. Michele Lo Foco, Rome, Italy**

- ◆ experience in the full range of commercial contracts, for example, terms of sale, supply, agency, distribution, supply chain, services and consultancy agreements
- ◆ contracts of image and personality rights agreement relating to the exploitation of works of art and cultural property;
- ◆ film agreements, film distribution and renting, for the direction or the assignment of exploitation rights of the literary parts (subject and screenplay) and for the execution of soundtracks, associate and executive production, co-production;
- ◆ attended hearings;

**PROFESSIONAL PUBLICATIONS:**

- ◆ 2011, Practitioner's Manual for Trademark prosecution and Litigation in the EU, Dr Felix Hauck, Sweet & Maxwell;
- ◆ 2010, Member of ALAI Italian Group [Italian Copyright Journal] Il Diritto D'Autore and of the Editorial Board [of the Italian IP law Journal] Diritto del Mercato e della Tecnologia ([www.dimt.it](http://www.dimt.it));
- ◆ 2010, Entertainment Law Review, Thomson Sweet & Maxwell, Issue 1 "*Colourisation and the Right to Preserve the Integrity of a Film: a Comparative Study between Civil and Common Law*" and Issue 2, "*How audience's perception of sexual violence in films can influence BBFC's valuation and vice versa: a comparative study between Straw Dogs and Irreversible*";
- ◆ 2007, Entertainment Law Review, Thomson Sweet & Maxwell;
- ◆ 2004-2006, Copyright law in the Roman Court, "*Diritto & Giustizia*", Giuffre' Editore;

**EDUCATION:**

- ◆ 2010, LL.M. in Entertainment Law, Westminster University, London.
- ◆ April 2010, LEGo, Leisure, Entertainment and Governance, Intensive Programme, Malmo University, department of Sport Science, Sweden.
- ◆ 2009, Certificate in Media Management and Documentary Production, New York University, School of Continuing Education, Film, Video and Broadcasting Department;
- ◆ 2003, Member of the Italian Bar Association (Rome);
- ◆ 2000, Bachelors Degree in Law, Genoa University (Italy), Tutor Prof. Umberto Morello, Thesis Title "Companies among Professionals";
- ◆ 1998-1999, Attended final year of University majoring in Law at the University of Valencia (Spain) through the Erasmus scholarship, European University interchange program;

**LANGUAGES SPOKEN:**

- ◆ Italian: native
- ◆ English and Spanish: fluent