



CLAUDIA ROGGERO

ENTERTAINMENT AND MEDIA LAWYER

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1. BIOGRAPHY

I am the founder of Dandi (www.dandi.media), a Rome-based law firm representing entertainers and entrepreneurs. I am specialized in representing independent producers and production companies in all aspects of content creation, including equity financing, production and distribution with extensive experience in fair use, copyright and personal rights issues.

2. WHAT I AM DOING

ENTERTAINMENT AND MEDIA LAWYER

DANDI MEDIA

2015 – ONGOING | ROME, ITALY

- focus in in the areas of intellectual property (copyrights, trademarks), entertainment, corporate and new media law, both at the transactional and litigation levels;
- specialized in media and entertainment, as well as in anti-counterfeiting activities, IP creation, protection and exploitation, through distribution and licensing, including dealing with the ever evolving digital environment;
- represent content creators and give legal advice and support to artists, photographers, models, independent production companies, actors, new media entrepreneurs;
- run DANDI (www.dandi.media), a website which hosts a collection of articles covering IP matters, advertising, copyright, technology and legal

3. ACHIEVEMENT

My best talent is

My ability to persuade people that working in team is enjoyable

4. PROUD OF

I am the proud founder of Dandi's blog, which is an online publication dedicated to bringing the latest news about copyright, privacy, and everything related to IP law and internet

5. SKILLS

- Writing cease and desist letters
- Listening
- Problems solving

6. PHILOSOPHY OF LIFE

"The people who are crazy enough to think they can change the world are the ones who do"

Steve Jobs

7. LANGUAGES

ENGLISH

SPANISH

8. ENDORSEMENT

• How my co-workers describe me

They say I am extravert, entrepreneurial, aware of environment, diplomatic, but able to convince people of my opinion, maybe a little stubborn and passionate about my profession

• How my last boss describe me

I asked him, but he was too busy to answer

9. EDUCATION

2010, **LL.M. in Entertainment Law**, Westminster University, London

April 2010, **LEGo**, Leisure, Entertainment and Governance, Intensive Programme, department of Sport Science, Malmo University, Sweden
2009, **Certificate in Media Management and Documentary Production**, School of Continuing Education, Film, Video and Broadcasting Department

New York University, New York

2003, **Member of the Italian Bar Association** (Rome);

2000, **Bachelors Degree in Law**, Genoa University (Italy)

1998-1999, **Erasmus scholarship**, European University interchange program, University of Valencia (Spain)

10. PREVIOUS RELEVANT WORKING EXPERIENCES

ENTERTAINMENT AND MEDIA LAWYER

IPC SRL, TALENT MANAGEMENT AGENCY
2012- 2014 | ROME, ITALY

- legal advice in: e-commerce law, consumer protection law, marketing and advertising law, privacy, intellectual property, commercial contracts
- 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.
- deeply involved in the development of independent film and television;

INTELLECTUAL PROPERTY LAWYER

SIB LEGAL, STUDIO LEGALE SIB
2010 -2011 | 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;

ENTERTAINMENT AND MEDIA LAWYER

VBL LAW FIRM
2008 – 2010 | 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.

INTELLECTUAL PROPERTY LAWYER

JACOBACCI & PARTNERS S.P.A.
2006 – 2008 | 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;ext

11. 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);
- 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", Giuffrè Editore;