

Monica Riva

PARTNER

Monica Riva is Head of the Intellectual Property department and is based in Milan.

Over a period of 20 years, Monica has garnered experience in all areas of intellectual property, including Patents, Trademarks and other distinctive marks, Supplementary Protection Certificates, Copyright and related rights, Design, Software, Geographical Indications, Know-How and Trade Secrets, Unfair Competition, Defamation in the press, image rights, name rights, and portrait rights, misleading advertising and improper commercial practices, Information Technology, e-commerce and selective distribution, and franchise and licensing agreements. She has advised clients in a wide range of sectors, including fashion and luxury goods, finance and insurance, industry, food and beverages, software, publishing, life science and pharmaceuticals. Among her particular specialisms is advice to clients on the full range of litigation matters (at interim and substantive hearings, and in arbitrations), including matters with international and cross-border implications and where the issues impinge upon multiple practice areas. In addition to her litigation work, Monica also advises on transactional matters, in connection with joint ventures, mergers and acquisitions, the drafting and negotiation of licensing agreements, technology transfers, distribution and franchising, the development of new IT platforms, and software development and maintenance.

Monica graduated cum laude in industrial law at the Università Cattolica del Sacro Cuore in Milan, and subsequently gained a research doctorate at the Università degli Studi di Parma, her thesis receiving first prize from the Lewis Gaze Memorial Scholarship established by MARQUES, the European brand-owners' association.

She is a member of AIPPI, the International Association for the Protection of Intellectual Property, and she has since 2004 been a member of the editorial team for Giurisprudenza Annotata di Diritto Industriale, leading IP-law review.

She is the author of a large number of publications and commentaries in the field, and regularly appears at seminars, conferences and conventions.

Monica is cited in the major law directories, including Chambers and Partners, Patent 1000 and WTR 1000, the latter says that "Monica provides invaluable trademark guidance to famous chef Niko Romito and helps start-ups such as Thinkinside to gain a foothold on the Italian market" (WTR 1000, 2021) and describes her as "focused, well-prepared, and a tough litigator" (WTR 1000, 2019).

Chambers and Partners mentions interviewees that states: "Monica Riva has in-depth knowledge of IP matters. She is open to clients' needs and proposing win-win solutions", "Monica Riva is very prepared and knows the subject. She is always very available, even to handle extempore needs of the client" (2023), "I am so impressed by her capability to handle issues" (2022), describing her as "very intelligent and pragmatic" (2020) and praises Monica for her "focus on clients' needs and strong commercial approach", offering "particular ability in IP-related litigation, including unfair competition" (2019). Other quotes say that "Monica has a strong ability to consider all the different parameters, and to expose facts and considerations in a clear and simple manner." (Chambers Global e Europe 2018) and that she has an "extremely analytical mind and impressive drafting skills. She puts in the time to understand the way her clients think – and shapes her strategies accordingly". (IAM Patent 1000, 2018).

Inter alia, in 2018, she has been awarded as "Best Litigator IP Lawyer of the Year" by Legalcommunity and as "Best Practice Digital-IP Lawyer" in 2019.




Monica Riva has been awarded as "Fashion Lawyer of the Year" by Legalcommunity IP & TMT Awards 2020 for the following reason "In addition to the many activities in the area, she has been appointed mentor in the start-up program of an important Italian Bank. In this area



INFO

-  **Date of Birth**
7th July 1974
-  **Telephone**
+39 02 89 63 071
Fax
+39 02 89 63 07 810
-  **E-Mail**
mriva@legance.it
-  **Sito web**
www.legance.com
-  **Office**
Milan, Italy
-  **Languages**
Italian
English

PRACTICE AREAS

-  Intellectual Property
-  Dispute Resolution
-  Life Sciences & Healthcare

Monica Riva

PARTNER

she follows start-up and innovative SMEs that focus mainly on fashion and fashion-IT" and as "Design Lawyer of the Year" by Legalcommunity IP & TMT Awards 2021.

PROFESSIONAL EXPERIENCE

- Partner** | 2021
Legance – Avvocati Associati, Milan, Italy
- Senior Counsel** | 2019 - 2021
Legance – Avvocati Associati, Milan, Italy
- Counsel** | 2014 – 2019
Head of IP team Clifford Chance, Milan, Italy
- Senior Associate** | 2005 – 2013
Head of IP team, Clifford Chance, Milan, Italy
- Associate** | 2002 – 2005
Litigation Department, Clifford Chance, Milan, Italy
- Trainee** | 1998 – 2001
Studio Legale Vanzetti e Associati, Milan, Italy

EDUCATION

- 2015**
INSEAD's MBA Class
- 2015**
Admitted to practice before the Supreme Court and Highest Jurisdiction
- 2009**
Ph.D., IP Law – Università degli Studi di Parma, Parma, Italy
- 2003**
Admitted to the Bar. Member of the Milan Bar, Italy
- 1998**
Law Degree, *summa cum laude*, Università Cattolica del Sacro Cuore, Milan, Italy

PUBLICATIONS




- > "Law and Practice" in "Blockchain 2021", Global Practice Guides, Chambers and Partners, 2021;
- > "Trends and Developments" in "Blockchain 2021", Global Practice Guides, Chambers and Partners, 2021;
- > "IP rights for COVID-19 vaccines and related knowhow should be licensed, not waived", Leaders League, 2021;
- > "Trade Marks Law and Practice in Italy", Global Practice Guide, Chambers and Partners, 2021;
- > "Italy: Intellectual Property", Country Comparative Guides, The Legal 500, 2020;
- > "Patent Litigation Trends and Developments in Italy", Global Practice Guide, Chambers and Partners, 2020;
- > "Trade Marks Law and Practice in Italy", Global Practice Guide, Chambers and Partners, 2020.



INFO

- Date of Birth**
7th July 1974
- Telephone**
+39 02 89 63 071
Fax
+39 02 89 63 07 810
- E-Mail**
mriva@legance.it
- Sito web**
www.legance.com
- Office**
Milan, Italy
- Languages**
Italian
English

PRACTICE AREAS

-  Intellectual Property
-  Dispute Resolution
-  Life Sciences & Healthcare