

Legance

# Giulia Ghidini

ASSOCIATE

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LANGUAGES Italian, English  
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○ Intellectual Property

Giulia focuses on intellectual property, media and advertising law. She assists Italian and international clients, both in and out of Court, in a broad range of intellectual property matters, including trademarks, designs, patents, copyright, know-how, unfair competition and advertising.

Giulia advises also on the creation, registration, management and enforcement of IP rights, including trademark portfolios. She supports clients in defining IP strategies and in drafting and negotiating commercial agreements, including license, sponsorship, production agreements, service agreements, co-branding and influencer marketing.

Graduated with honors from Alma Mater Studiorum – University of Bologna in 2020, she obtained an LL.M. in Intellectual Property and Information Law from King's College London, and has been a qualified lawyer since 2023.

## *Professional Experience*

### **ASSOCIATE | FROM 2026**

Legance – Avvocati Associati, Milan, Italy

### **ASSOCIATE | 2023 – 2026**

Hogan Lovells, Milan, Italy

### **TRAINEE | 2021 – 2023**

Hogan Lovells, Milan, Italy

## *Education*

### **2023**

Admitted to the Bar. Member of the Milan Bar, Italy

### **2019 - 2020**

Master of Laws (LLM) in Intellectual Property & Information Law, King's College London, London, United Kingdom

### **2020**

Law Degree, Alma Mater Studiorum University of Bologna, Bologna, Italy