

## ONLINE IP SCHOOL

by

Kenaroğlu Avukatlık Bürosu

Third Term  
01/09/2022 - 08/12/2022

**Guest Speaker**

Born in 1978, Hande Karakulah is a graduate of Ankara Atatürk Anatolian High School and Istanbul University Faculty of Law. Having completed her master's degree in European Union Law, Hande started her legal career in 2001 at Şanver & Esin Law Firm. Later, she worked as a freelance attorney at ADMD Law Firm, of which she was a partner, and as a legal consultant in British American Tobacco Turkey, and then worked as the Chief Legal Counsel in Turkey, Middle East and Africa region of Natura&Co, of which Avon is also a part, for 10 years. Hande is currently working as the Legal and Scientific Director of L'Oreal Turkey.

Throughout her career Hande had multiple roles mostly in legal departments of multinational companies. She had a chance to specialize on marketing and regulations; labour relations and operations; contracts and commercial matters. As her role progresses to oversee all legal matters of the companies she worked for in all the countries she covered, she had an opportunity to handle all legal matters ranging from corporate housekeeping to IP litigation; mergers and acquisition to ethics and compliance.

She is a member of the Center for Economics and Foreign Policy Studies and the Transparency Association, and a volunteer of the Bir Adım Var Foundation. Also being the founding member of the SES Equality and Solidarity Association and a member of the Board of Directors, Hande strives to be a supporter of all kinds of progressive, civic initiatives, especially those related to women, just as she strives to be a good mother to Alp and a good companion to all her loved ones.



**Hande Karakulah**  
*Legal and Scientific Director*

**L'ORÉAL**  
TÜRKİYE

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Livia is a Swiss qualified lawyer, who moved inhouse to Lindt & Sprüngli two years ago. Before, she worked as an associate in a Tier 1 IP firm, supporting clients in contentious and non-contentious intellectual property matters, including trademarks, designs, copyrights and patents across a diverse range of sectors, and as a court clerk. A particular focus of her practice was (and still is) tailoring IP portfolios in Greater China, in close collaboration with trusted local counsels. From 2020-2022 Livia was also a lecturer at the University of Applied Sciences (ZHAW) on Asian Intellectual Property Law.

At Lindt, Livia is now responsible for the Group's technical and non-technical IP on a global level, including strategy and litigations, managing a network of over 100 outside counsels and advising internal stakeholders and colleagues from all departments.



**Livia Andermatt**  
*Senior IP Counsel*

*Lindt*   
MASTER CHOCOLATIER  
SINCE 1845

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Chris is a dual-qualified solicitor and chartered trade mark attorney, experienced in contentious and non-contentious intellectual property (IP) matters, including trade marks, designs, copyright and patents.

Working closely with a range of businesses, from blue-chip multinationals to SMEs, Chris provides tailored strategic and commercial advice to help IP-conscious businesses better protect and police their IP rights.

Chris has capitalised on his experience and commercial know-how to build and establish the firm's highly-respected disputes team, and has acted for and advised clients in the High Court, the IPEC, and the UK and European trade mark registries. More recently, Chris relocated to Cambridge to establish the firm's local trade mark and disputes team, increasing the head count significantly in less than two years.

Acting for clients across a spectrum of sectors, Chris specialises in fashion, sports, consumer goods, technology, food and beverage, and manufacturing sectors. He frequently works with clients to establish and maintain successful global anti-counterfeiting campaigns, both on and offline.

Chris is a frequent global speaker and editorial contributor, and is a member of both the Copyright Committee and the EU Intellectual Property Office Link Committee for ECTA, liaising directly with the EUIPO. He is also a member of the Anti-counterfeiting Group. Chris has contributed to various publications and consultations, and regularly writes for the CITMA Magazine and LexisNexis.

Chris is the learning and development officer for Cambridgeshire Law Society and mental health first aider.



**Chris Hoole**

*Partner*

**Appleyard Lees** 

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Luna Bianchi has a master degree in International Law (University of Turin) and is a qualified Italian and European Trademark & Design Attorney, currently head of the IP department of the international Ermenegildo Zegna Group (listed before NYSE in December 2020).

After an LLM in IP Law and almost 1 year working in Shanghai (China) for Ferretto and for an Italo-Chinese IP Law Firm, in 2011 she moved back to Italy and started her experience in Zegna.

The Zegna IP department covers a wide set of IP and brand protection activities most of which are managed internally by the in-house team, from the management of a large IP portfolio (trademarks, designs, patents and copyrights) to the designing of the needed online and offline anticounterfeiting strategy and actions, and from the governance over the contentious and non-contentious cases, to the drafting of digital, copyright and image agreements. Expanding its responsibilities, the team today is also in charge for assessing the consumer protection compliance.

Luna is passionate about the digital transformation, tech innovation (as NFT and the metaverse) and Artificial Intelligence which she tries to deep diving in to understanding how to deal with such new challenges, also from an IP perspective.



**Luna Bianchi**

*Global IP Manager*

**Ermenegildo Zegna** Group