

## Guest Speaker: Vincenzo Melilli

Vincenzo Melilli is an adjunct professor of Communication Law and Marketing law at the Catholic University of Milano and he is the head of the Design Law department of Bugnion S.p.A. where his practice focuses on legal opinions, strategy and out of court contentious and non contentious Intellectual Property-related work on behalf of domestic and international clients. Prior to Bugnion S.p.A., Vincenzo has been an associate at Lucas & Mercanti, IP attorneys, in New York City where he was representing multinational corporations in the field of pharmaceuticals and chemical products.

Vincenzo is also professor of Marketing and IP law at the Politecnico and PoliDesign of Milano (legal module of Brand Extension and Licensing) and he has been speaking on Intellectual Property matters for the American Bar Association, American Intellectual Property Association, Bocconi University, SDA Bocconi and the Court of Milano. Also, Vincenzo has been a visiting lecturer at Gonzaga University School of Law focusing on IP and Artificial Intelligence matters. In addition, Vincenzo has been a member of several INTA Committees (Legislation and Regulation, EUIPO-Office Practices, Design committee) and he is a member of the Scientific Committee for the Master in Brand Extension and Licensing at the PoliDesign of Milano.

Previously, Vincenzo has been a lecturer at Fordham University in New York City where he has obtained his Master of Laws from Fordham University School of Law. He has taught for the European Union Intellectual Property Office Academy learning portal on social media and IP matters and has authored various IP related articles for national and international publishers.



**Vincenzo Melilli**

*Head of Design Law Department*

# IP SCHOOL

KENAROĞLU AVUKATLIK BÜROSU

## FOURTH TERM

### Guest Speaker: Aydın Mutlu

Aydın Mutlu is a graduate of Hacettepe University holding a degree in Chemical Engineering and he has also a MSc. degree from Istanbul University / Chair of Process & Reactor Design where he concentrated on solid oxide electrolytes of Fuel Cells and characterization thereof. After completing his education, he worked for Bayer AG /Leverkusen in production facilities of Industrial Chemicals and department of Reaktionstechnik, Synthese & Katalyse, on project basis. He also completed the programme of "Patent Litigation in Europe" at CEIPI.

He advises major domestic and international clients in a wide variety of fields such as pharmaceuticals, biotechnology, metallurgy, automotive, household appliances and machinery with his extensive knowledge and background in European and Turkish legislations. He actively participates in patent infringement and nullity actions as a court appointed expert at the Specialized IP Courts of Istanbul.

He is one of the very few Professional Representatives in Turkey who already passed the European Qualification Exam (EQE) as a Turkish national. He speaks English and German.



**Aydın Mutlu**

*Managing Partner*



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**INVOKAT**  
INTELLECTUAL PROPERTY SERVICES

## Guest Speaker: Susana Fernandez Martin

Susana obtained her Degree in Law from the University of Valladolid (Spain) in 1991 and her Master in legal practice from the Instituto de Empresa (Madrid- Spain) 1992 which together with her mastery of several languages (English, French and Italian, along with Spanish as a native speaker), has allowed her to occupy her international position with rigor and enthusiasm.

Susana joined the legal department of INDITEX in June 1994 and built the IP area of practise where she is now the Director of IP Strategy managing its large portfolios, preventing and resolving all types of conflicts.

Furthermore, Susana's journey has earned her recognition as one of the 300 World Leading Trademark Professionals in fashion and retail brands by WTR300 World Leading Trademark Professional."

The IP Legal Area is part the Legal Department and is currently integrated by 21 people who deal with all IP assets and related issues of INDITEX Group companies and commercial formats worldwide.

Inditex is one of the world's largest fashion retailers, with eight commercial formats (Zara, Pull&Bear, Massimo Dutti, Bershka, Stradivarius, Oysho, Zara Home and Lefties) selling in worldwide through its online platforms or its over 5800 stores in 96 markets. They have come a long way since 1963, when they started out as a small family business in a workshop making women's clothing.



**Susana Fernandez Martin**

*IP Director*

**INDITEX**

## Guest Speaker: Charlotte De Jouffroy

Charlotte holds a Master Degree in Intellectual Property from the French University Paris-Panthéon-Assas and a LLM in Intellectual Property from Queen Mary University (London) and is a qualified French Lawyer.

Charlotte has started her career as an attorney specialized in Intellectual Property focusing mainly in trademark and copyright litigation. After 6 years of practice in two Law Firms in Paris, Charlotte has moved inhouse to Pernod Ricard, the Number 2 worldwide in the Wine and Spirit industry, with the most comprehensive portfolios of the industry with 240 premium brands available in over 160 countries as a IP Counsel.

Charlotte has then joined the department called “Global Trade Intelligence” where she is responsible for the fight against counterfeit for all brands of the Group. As part of her role, Charlotte is managing a network of investigators and lawyers in charge the criminal follow-up against counterfeiters. She also looks after litigation matters regarding parallel import.



**Charlotte De Jouffroy**

*Manager IP Enforcement*



Pernod Ricard



## Guest Speaker: Luna Bianchi

Trademark Attorney and former manager of the IP department of a listed group of companies, Luna is in the tech field since more than 10 years, focusing on the social and juridical impacts of the digital transformation. In 2023 she co-founded Immanence, a BCorp offering ethical consultancy to assess the risks emerging from AI adoption. Activist within Privacy Network she takes care of the lobbying activities on the AI ACT to enhance digital rights safeguards. Since July 2022 she is contributing within the World Economic Forum to design the Metaverse's governance.



**Luna Bianchi**

*CEO & Co-Founder*

immanence

