THE PROTECTION OF INNOVATION IN THE FIELD OF LIFE SCIENCE

17th October, 2019 1.30 p.m. - 2.30 p.m. Auditorium Room

13.30 - 13.45 What patents protect
- Exclusions from patentability
- Difference between patentability and freedom to operate
- Strategies for protection

Speaker: Francesco Fiussello

13.45 - 14.00 Design in the pharmaceutical and biomedical fields
- Design protection tools
- Strategies for protection

Speaker: Erika Andreotti

14.00 - 14.15 Choosing a brand in the pharmaceutical and biomedical field
- Strategies for protection
- Umbrella branding in the pharmaceutical sector

Speaker: Maria Teresa Saguatti

14.15 - 14.30 Q&A session

For information:
Tel. +39 011.5611320 - E-mail: marketing@studiotorta.it

Francesco Fiussello
European and Italian Patent and Design Attorney
After working in the internal patent department of a chemical multinational company, he joined the firm in 1998 and became a partner in 2005. A member of the Board of Directors, he is an expert in polymers, composite materials, multi-layer plastics and elastomers. He has extensive experience in managing the portfolios of international clients. He is a member of AIPB and a court expert in the Industrial Property Section of the Court of Turin. Head of business development in China, he is a qualified European and Italian Patent and Design Attorney. He has a “Patent Litigation in Europe” diploma qualifying him to represent clients before the future Unified Patent Court.

Erika Andreotti
European and Italian Patent, Design and Trademark Attorney
She joined the firm in 2005 after working in a biomedical company, and became a partner in 2011. She graduated in Biomedical Engineering with industrial technology specialization from the Politecnico di Milano. She specialises in patent searching and inventions in the fields of bioengineering, automation systems, mechanics and energy production. She is a qualified European and Italian Patent, Design and Trademark Attorney. She is qualified to represent clients before the future Unified Patent Court.

Maria Teresa Saguatti
Legal Adviser - Trademarks - Designs
Collaborating with the firm since 1998, she specialises in intellectual property, focusing mainly on identifying solutions focused on the protection of corporate brands, innovative and creative forms and copyright, as well as on developing strategies for the protection of intangible assets. For many years she has been assisting several Italian and foreign clients from France and USA in the field of intellectual property. She deals with contracts and agreements, assisting clients in negotiating and developing agreements for licensing, sale, software development and research and development. She is an expert in competition, advertising, food labeling and privacy policy with regard to the law on trademarks, designs and copyright. She is registered in the register of lawyers of the province of Milan from 1993 and is a member of AIPPI.