



ROGUE WAVES & CROSSWINDS: TRADE MARKS IN MOTION



MICHELE FERRANTE, founding and managing partner, FERRANTE INTELLECTUAL PROPERTY, Beijing, Shanghai, Hong Kong

Michele is an highly recognized expert on the enforcement of IP rights and anti-counterfeit strategies in Asia.

Michele graduated in Law from the University of Milan and is admitted to the Milan Bar. Starting his career in the same city, he practiced in corporate and intellectual property law. He also practiced in the UK and France in different fields, before deciding to focus entirely on intellectual property. Advising clients on Chinese Intellectual Property matters since 1999, he was found his first firm, S&F INTELLECTUAL PROPERTY, in 2004. The main focus of Michele's practice is advising high-profile foreign companies in the protection of their IP rights and designing anti-counterfeit strategies in China tailored to their needs and/or requirements. He assists Fortune Global 500 companies in developing and enforcing brand protection strategies in PRC.

A regular speaker at international IP conferences, Michele has written several articles on IP issues which have been published in different international magazines. Most recent published articles focused on infringement of IPR on online sale platforms in China in top level Journals such as *The Oxford Journal of Law and Practice* and the *Journal of Internet Law* (Wolters Kluwer Law & Business).

He is a member of the Anti-Counterfeiting Committee (ACC) of the European Community Trademark Association (ECTA) and International Trademark Attorney Association (INTA). Additionally, he has been appointed as a Helpdesk Expert by the China IPR SME Helpdesk. Collaborating with other institutions such as the Polytechnic University of Milan, the EU Chamber of Commerce and the People's University of Peking, he helps facilitate their graduate and training programs concerning IP.

Michele has contributed to numerous EU-China IPR dialogues and governmental meetings, such as the Seminar on New Issues of Trademark Filing which focuses on bad faith trademark registrations of international famous brands and the Seminar on Discussion about the new Trademark Law of China organized by the European Delegation of China & Mongolia. Michele has also collaborated with the US Department of Commerce in raising awareness on IPR Protection in China. Additionally, he was appointed as a moderator for the working group on China during the 31st ECTA Annual Meeting. Furthermore, Michele was a speaker at the ECTA workshop for "The Enforcement Challenges of IPRS in China and Europe" presenting the topic of 'The Enforcement of IPRs in China from a European Perspective'. He has also spoken at the American Bar Association's 29th Annual IP Law Conference, presenting various topics of IP law developments along with practice points in China.

Michele speaks fluent Italian, English, French and Spanish.



ECTA

European Communities Trade Mark Association

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