



PAOLA RUGGIERO, Vice-Chair of ECTA GI Committee, Bird & Bird, IT

Paola is the head of Trademark Department in Bird & Bird Milan.

Paola was admitted as Italian Trademark Attorney and as European Union Trademark Attorney in 1996.

Paola has built a strong reputation for globally supporting clients in handling and protecting their trademark, design and domain name Portfolio as well as for developing and implementing strategies in prosecution and enforcement of IP rights portfolios.

She has a broad experience in Italian and European intellectual property law. Her practice focuses on trademark, design and domain name filing and prosecution, conducting searches and filing oppositions and appeals as well as filing UDRP and ADR procedures to recover domain names. Paola also specialises in providing legal advice on the recognition and protection of geographical indications.

Paola is a member Inta committees and she is currently the Vice-Chair of the ECTA Geographical Indications Team