



Veronica Muratori

Counsel

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OVERVIEW

Veronica Muratori is counsel in the firm's IP Procurement and Portfolio Management and Technology Transactions and Data Protection practice groups. Veronica assists Italian and foreign clients in intellectual property and information technology matters. In particular, she advises clients on issues related to intellectual property, privacy, consumer law, e-commerce, and advertising law. Veronica also has extensive experience in commercial contracting, including drafting and negotiating complex international commercial agreements, licensing, and distribution agreements.

Veronica has specific experience in the tech sector, assisting innovative companies, and startups.

PROFESSIONAL BACKGROUND

Prior to joining the firm, Veronica served as a senior associate at an international law firm. Through this role, Veronica provided legal advice and day-to-day assistance on contentious and non-contentious intellectual property, data protection, and consumer law matters, with a focus on e-commerce, new technologies, fashion, and design. In addition, she assisted in drafting, reviewing, and negotiating commercial agreements, including license, sponsorship, co-branding, agency, supply, distributorship, franchising, and more.

PROFESSIONAL / CIVIC ACTIVITIES

- Member of the International Association of Privacy Professionals (IAPP)
- Member of LES Italia (Licensing Executives Society)

SPEAKING ENGAGEMENTS

- In 2024, Veronica moderated a series of three webinars titled "*How does it work in...*" to help Italian startups grow through internationalization in Europe (Germany, France, and the UK), in collaboration with Italian Tech Alliance.'

- On 23 October 2024, Veronica participated as speaker in the panel, "Growing: Product, Markets, Capital" during the XV National Forum for Young Entrepreneurs organized by Confcommercio.
- On 30 September 2024, Veronica moderated the panel "*Distribution trends and opportunities in the luxury market*" during the Luxury Boutique Milan Masterclass.
- Lecturer in Fashion Law - Milan Fashion Institute since 2018
- Lecturer at Top Legal's Master in Intellectual property & Copyright, 2020-2022
- Lecturer at MIFL Made in Italy, Fashion and Luxury Management Master's degree, LUM School of Management, 2021-2022
- "How to Fight Greenwashing" event - B Corp Fashion Community, 2022
- Lecturer and mentor in several startup accelerator programs in fashion and sports tech
- Mentor of the mentorship program organized by the Municipality of Milan, 2023

EDUCATION

- LL.M., Bocconi University School of Law, 2008
- LL.B., Bocconi University, 2006
- Postgraduate Course in Fashion Law, University of Milan, 2015

ADMISSIONS

- Milan Bar

LANGUAGES

- English
- Italian
- French

THOUGHT LEADERSHIP POWERED BY HUB

- 28 September 2026, EU KIDS Act
- August 2026, Global Data Protection Insights
- 28 July 2026, EU AI Act: Final Guidelines on Transparency Obligations under Article 50
- 29 June 2026, EDPB Adopts Common Data Breach Notification Template

- 11 July 2023, Global Consumer Products Anti-Counterfeiting Webinar

OTHER PUBLICATIONS

Veronica was involved in the following publications:

- "The protection of the tourist consumer" in *Il diritto dei Consumatori*, Giuffrè, edited by G. Cassano, M. Dona and R. Torino, 2021
- "Information and personality rights" in *Formulario commentato della privacy*, Maggioli Editore edited by G. Cassano, E.M. Tripodi, C. Ercolano, 2022

NEWS & EVENTS

- 7 October 2024, K&L Gates' Intellectual Property Practice, Lawyers Recognized in 2024 *Managing IP* Magazine's "IP Stars"
- 23 October 2023, K&L Gates' Intellectual Property Practice, Lawyers Recognized in 2023 *Managing IP* Magazine's "IP Stars"

AREAS OF FOCUS

- IP Procurement and Portfolio Management
- Data Protection, Privacy, and Security
- IP Litigation
- Technology Transactions and Sourcing

INDUSTRIES

- Consumer Beauty and Aesthetics
- Consumer Goods and Services
- Luxury Products and Fashion
- Technology

EMERGING ISSUES

- Artificial Intelligence (AI)

REPRESENTATIVE EXPERIENCE

- Assisting a well-known e-commerce website offering online sales of home accessories and furnishing solutions in the management of e-commerce matters and agreements with several partners (including selective distribution agreements).
- Assisting a well-known e-commerce website featuring a collection of curated furniture, lighting, home decor, lifestyle and art by Italian artisans and brands in the management of e-commerce matters and agreements with several partners.
- Assisting an innovative startup which operates both online and with social events (included for companies), and has developed a recommendation test based on neuroscience studies profiling users' tastes/preferences about food and beverages and recommend them new products to discover, in relation to the protection of the software developed.
- Assisting an innovative and fast-growing tour operator specialising in group travel experiences across global destinations in the protection and strategic management of its intellectual property assets, including trademarks and proprietary digital platforms underpinning its e-commerce operations.
- Assisting a well-known multinational leading manufacturer of moisturizing, anti-aging, general cosmetic and skin care products in a litigation against its former distributor for infringement of the Community trademark registered by the client, unfair competition and for using a domain name which entirely reproduces the client trademark without any valid title or consent.
- Assisted an Italian technology company in relation to the complex negotiation and finalisation of a strategic agreement for the transfer of an innovative and high-value software asset to a leading player in the skincare industry. The transaction also included a related long-term services agreement aimed at ensuring ongoing support and optimisation of the technology post-transfer. Our assistance focused on safeguarding the client's technological know-how and source code, structuring the contractual framework to maximise legal and commercial protections, and securing the long-term value of the innovation.
- Assisting an innovative and dynamic company dedicated to the creation, development, and manufacturing of color cosmetics in managing a complex global patent portfolio and overseeing the strategy for patent filing and enforcement. We currently support the client in the patent prosecution of a significant new invention concerning an adhesive formulation for cosmetic products. Our work includes the coordination of worldwide patent filings, and monitoring of competitors' IP activities, to protect the client's cutting-edge innovations and maintain its competitive advantage in the rapidly evolving cosmetics market.
- Assisted a world-renowned Italian luxury fashion house in a selective distribution breach and trademark infringement case (noncontentious) against a Romanian distributor (a leading luxury e-commerce website). Our assistance encompassed the drafting of the cease-and-desist letters and further correspondence with the distributor.
- Assisting an Italian manufacturing company specialized in the design and production of advanced cooling systems and water pumps for the automotive industry in the management and strategic development of a trademark portfolio, including filing, maintenance and protection activities. Additionally, advising the client in

connection with a technology transfer agreement with an Italian industrial automation company specialized in the design and manufacturing of custom assembly lines, robotic cells, and high-precision testing equipment concerning the assignment of a highly valuable and innovative software.

- Assisting an Italian dermo-cosmetic company specialized in the development and marketing of advanced skincare products, medical devices, and innovative anti-aging formulations in the review and compliance/sanity check of its website documents, including the Privacy Policy, Cookie Policy, and Terms & Conditions under the laws of Italy, Switzerland, Germany and the United Kingdom.
- Assisting an Italian deep-tech startup specialized in developing ultra-low-power neuromorphic processors and chips designed to enable Edge AI in smart devices and IoT sensors in relation with the drafting and negotiation of a settlement agreement between the company and its founder, including share sale and ESOP issues.
- Assisted a leading European venture capital firm specialized in early-stage investments in relation to Series A funding round in an Italian manufacturing and recycling company specialized in the processing and regeneration of high-performance techno-polymers and industrial plastic waste.
- Assisted a leading European venture capital firm specialized in early-stage investments as incoming investor in relation to the seed funding round of an Italian climate tech company specialized in developing advanced, energy-efficient Direct Air Capture (DAC) technologies to remove carbon dioxide directly from the atmosphere.
- Assisted a leading European venture capital firm specialized in early-stage investments in relation to the Series A funding round in an Italian deep-tech startup and university spin-off that develops adaptive, electro-adhesive robotic gripping technologies designed to enable sustainable logistics and in-orbit servicing for both terrestrial and aerospace applications.
- Provided IP legal support in connection with several projects involving a leading Italian life science research institute, including term sheet negotiation and structuring of IP-related provisions, drafting and negotiation of collaboration agreements and patent assignment documentation (MCSA).
- Assisted an Italian biotech company on IP matters in the context of R&D collaborations, including drafting and negotiating Material Transfer Agreements (MTAs), license agreements, and service agreements. Supported IP structuring and protection strategy across multiple research and development projects.