



## Veronica Muratori

### Counsel

Milan  
+39.02.3030.2980

Veronica.Muratori@klgates.com

## OVERVIEW

Veronica Muratori is counsel in the firm's Milan office. She is a member of the IP Procurement and Portfolio Management and Technology Transactions and Data Protection teams.

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)

## SPEAKING ENGAGEMENTS

- 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*

- 3 January 2024, Gentle Reminder: DSA Obligations Will Apply to Online Intermediary Services Starting 17 February 2024
- 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

- 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

- Artificial Intelligence
- Technology