

member of  
**EURATTORNEYS**  
European IP Firms Network



**ZAR®DI**

EUROPEAN PATENT AND TRADEMARK ATTORNEYS

## WHO WE ARE

The ideal partner for protecting your ideas

M. Zardi & Co. is a highly specialized IP firm.

Protecting the innovation of our clients is our passion. Assisting with our clients' industrial success is our satisfaction.

M. ZARDI & Co. was founded in 1999 by industrial property attorney Marco Zardi, who is specialized in Chemical Engineering, and since then it has seen a strong and constant growth, acquiring an extensive industrial client portfolio and a growing reputation both at a national and international level, becoming also a member of EURATTORNEYS.

## OUR SERVICES

The ideal partner for protecting your ideas

Our aim is to offer a high quality service in patent, trademark, industrial design, copyright, licensing, and industrial property litigation counseling.

Our professional staff is well experienced in the drafting and prosecution of European and US patent applications, in the drafting of license contracts and in litigation counseling.

The presence of experts in technical fields such as electronics, mechanics, chemistry, industrial chemistry, pharmaceutical chemistry, and biotechnology, and in the legal field enables us to offer our clients assistance in all technical and legal fields.

Our services include:

- State of the art, validity and/or infringement related patent searches;
- Preparation of legal opinions on patent validity and interference;
- Drafting, filing and prosecution of national and international patents;
- Trademark availability searches;
- Trademark related legal opinions (validity and interference);
- National and international trademark preparation, filing and prosecution
- Representation in procedures before the Federal Institute of Intellectual Property (CH), the European Patent Office (EPO) and the Community Trademark Office (OHIM);
- Preparation, filing and prosecution of oppositions and appeals before the Federal Institute of Intellectual Property (CH), the EPO and the OHIM;
- Industrial property portfolio audits and assistance in "due diligence" procedures.
- Counseling in intellectual property litigation actions;
- Drafting of license contracts and assistance in the related negotiation and litigation.

## PROFESSIONAL TEAM

Marco Zardi

European Patent and Trade Mark Attorney



### Contacts:

Marco Zardi

European Patent and Trade Mark Attorney

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Marco enjoys a considerable experience in the patent field, which he acquired during his time as a substantive examiner at the European Patent Office as well as a long experience as patent attorney. His technical fields of expertise are chemistry and mechanics. He also has an extensive experience as trademark consultant. His activities include drafting and prosecution of Swiss, Italian, European and International patent applications as well as Swiss, Community and International trademark and industrial design applications, and counselling in patents, trademarks and industrial designs.

### Education

He graduated in 1989 in Chemical Engineering at the Swiss Federal Institute of Technology, in Zurich (ETH). In 1994, he obtained a Masters diploma in Industrial Property (trademarks and industrial design module), which he was awarded from the CEIPI in Strasbourg (France). In 2004 he obtained the "Patent Litigation in Europe" diploma from the University of Strasbourg. He is a qualified European Patent attorney and a qualified Italian industrial property counsel, a chartered Swiss patent, industrial design and trademark agent and he is admitted to practise before the OHIM (Office for Harmonization in the Internal Market) in the matter of European Community Trademarks and Designs.

He has been a member of AIPPI since 1997 and a member of the Executive Committee of AIPPI Switzerland since 2001, which he has been vice president of since 2006. He has been a member of the VSP/ASCPI (Swiss Association of the Industrial Property consultants) and of the FICPI since 2003. In 2010 he was appointed technical part-time judge to the Federal Patent Court.

### Professional career

In 1990 he became patent examiner at the European Patent Office in Munich (Germany). In 1993 he joined the Porta, Checcacci e Botti firm of Milan and he started operating in Lugano (Switzerland) as an intellectual property consultant. In 1999 he founded the M. Zardi & Co. in Lugano, which is member of the EURATTORNEYS network.

Languages: Italian, English, French, German and Spanish.

## PROFESSIONAL TEAM

Riccardo Biazzi  
European Patent Attorney

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### Main activities

His activity covers the drafting and prosecution of Italian, European and international patent applications. He has gained a valuable experience in proceedings before the EPO, including representation in opposition and oral proceedings, and a significant experience in providing technical expertise before Italian courts. His background also includes the performing of prior art searches and the provision of technical opinions in patent matters.

### Education

A graduate in mechanical engineering, from the Polytechnic of Milan, Riccardo is a professional representative before the European Patent Office (EPO), an Italian patent attorney, a chartered Swiss patent agent and a professional representative in design matters before the Office for harmonization of the internal market (OHIM) of the European Union. In 2008 he obtained the "Patent Litigation in Europe" diploma from the University of Strasbourg (France).

### Professional experience

He has worked for a leading manufacturer in small-size combined heat-power plants and geothermal power stations with organic working fluid. He has also gained considerable experience in the field of quality and environmental management systems, especially in automotive and food industries. In 2002 he started to work actively in the field of intellectual property, rapidly qualifying as an Italian and a European patent attorney. He joined M. Zardi & Co. in 2007.

Languages: Italian, English, French.

## PROFESSIONAL TEAM

Stefano Sinigaglia  
European Patent Attorney



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### Main activities

His activity covers the drafting and prosecution of Italian, European and international patent applications. He has gained a valuable experience in proceedings before the EPO, including representation in opposition and oral proceedings, and a significant experience in providing technical expertise before Italian courts. His background also includes the performing of prior art searches and the provision of technical opinions in patent matters.

### Education

He graduated in the year 2000 from the State University of Milan in IT, with a thesis on remote client support. He is a professional representative before the European Patent Office (EPO), an Italian patent attorney, a chartered Swiss patent agent and a professional representative in design matters before the Office for harmonization of the internal market (OHIM) of the European Union.

### Professional experience

He started working in 1999 in the field of information application development. Prior to starting his patent training period at Botti & Ferrari in Milan in 2003 he had been involved in many projects for large banking groups, in public administration, and in smaller companies. His technical knowledge lies mainly in Windows 9X, Windows NT and the Windows 2000 platform, in Lotus/Domino environment, and programming languages Lotus Script, javascript and HTML, C, Java. He joined the professional team of M.ZARDI & CO. in 2006, where he currently works as a patent attorney.

Languages: Italian, English.

## PROFESSIONAL TEAM

Paolo Gerli  
European Patent Attorney

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### Main activities

He deals mainly with the drafting and prosecution of patent applications and has experience of opposition and appeal procedures, including hearings in a foreign language. He writes patentability and freedom to operate opinions and throughout the years has gained extensive expertise in patent litigation. He collaborates in various IP training courses and/or seminars, both as a lecturer and as the promoter and creator of new courses with practical-managing format.

### Education

He graduated in Chemistry and Pharmaceutical Technologies in 1985 at the University of Turin (Italy). In 1998 he qualified as a European Patent Attorney and as an Italian patent agent. In 2005, he was admitted to practise before the Office for Harmonization in the Internal Market (OHIM). In 2006 he was entered in the register of technical experts of the Court of Milan. In 2009 he acceded to the list of WIPO experts active in IP Alternative Dispute Resolution (Arbitration, etc). He is also a member of the International associations AIPPI and FICPI.

### Professional experience

In the past twenty years he has dealt with the patent granting procedure mainly in the chemical, pharmaceutical and cosmetic fields. He has been, first, Examiner at the European Patent Office (EPO), and then patent attorney at Notarbartolo & Gervasi in Milan, holding each position for about ten years. As a consequence, he has a deep knowledge of the internal practices and procedures of the EPO; at the same time, the experience gained as a patent attorney has afforded him good connections with Italian and foreign companies that invest in R&D and file patents. He has experience in the management of the patent portfolios of large pharmaceutical and chemical companies. Also, he has experience in following through enforcement procedures in patent litigation, in the role of technical expert. As of 2008, he works at M.Zardi & Co.

Languages: Italian, English, French, Dutch, German.

## PROFESSIONAL TEAM

Carlo Torti  
European Patent Attorney



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### Main activities

Carlo focuses primarily on Patent prosecution (comprising drafting, filing and prosecuting national, international and regional patent applications), validity, infringement and opinion work, patent litigation, licensing, and general client IP counseling. He also performs prior art searches and provides technical assistance to lawyers in litigation.

### Education

Carlo graduated in Physics from the "Università degli Studi di Pavia" in 1987 and specialized in the fields of electromagnetic science, computer science and semiconductors. He is a qualified Italian Industrial Property counsel, as well as a qualified European Patent Attorney. He has held several seminars at the European Patent Office (The Hague branch), as well as throughout Europe relating to "European Patent Practice" and "Patent Prosecution in Europe".

### Professional experience

Carlo has worked at "STMicroelectronics" (prior SGS-THOMSON) in Agrate Brianza, Milano, IT, as a Technology Engineer and during that time was involved in the development of the BCD (Bipolar, C-Mos, D-Mos) technology in the semiconductor devices production. In 1990 he joined the European Patent Office in Munich and worked until April 2001 as a Substantive Examiner of Patent Applications and as a member of Opposition Divisions. From May 2001 to December 2012 he worked at the German Patent Firm "Grünecker, Patent- und Rechtsanwälte". In 2013 he joined as a member of Eurattorneys EEIG in Munich, Germany. He joined M. Zardi & Co. in 2013.

Languages: Italian, English, German and French.

## PROFESSIONAL TEAM

Jaesang  
Patent Assistant

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### Main activities

Jaesang deals with drafting and prosecution of European and International patent applications. His technical background is electronics, especially, telecommunication, semiconductor, electric circuits, LED, software, wireless charging technology, multimedia. Since 2010, he has been intensively trained as a European patent attorney, after having joined M. Zardi & Co S.A.

### Education

He graduated at the Seoul National University in 2002, majoring in Electronic Engineering. His thesis involved implementing multimedia 3D sound in a two channel headphone. He was qualified as Korean patent attorney in 2007. He published a research report entitled "Grant rate of patent application and local IP activity on behalf of KIAT in 2010".

### Professional experience

He worked as a software engineer for 3D graphic software, multimedia player implementing MPEG standard and 3D plug-in viewer, from 2000 to 2005. He was also involved in developing a SDMB (Satellite Digital Multimedia Broadcast) player for a cellular phone, in particular developing hardware driver for retrieving packet data from chip and user interface. In 2007, he started his career in a patent firm (Koreana Patent Firm), where he was intensively involved in handling patent prosecution in telecommunication, semiconductor and multimedia technology fields. In 2009, he started to GIP patent firm, in patent transactions, prior art search and also in infringement and freedom to operate analysis. In 2010, he joined M. Zardi & Co S.A.

Languages: Korean, English, Japanese.

## PROFESSIONAL TEAM

Marta Valente

Avvocato e Trademark Attorney

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### Main activities

She has a consolidated experience in trademarks, which she has attained after over ten years of working as trademark legal consultant in collaboration with professional IP firms in Milan and Turin. Her main field of activity is the provision of legal opinions, in and out of court litigation in the matter of trademarks, patents, designs, domain names, unfair competition and copyright, contracts (assignments, licences, distribution contracts, etc.), filing and prosecution of Swiss, Italian, Community, international and foreign trademarks, oppositions against Community and foreign national trademarks.

### Education

After graduating in Law in 1995, she has been attorney-in-law since 1998. She also specialized in 2005 at the C.E.I.P.I. (Centre Etudes Internationales de la Propriété Intellectuelle), Strasbourg, for the module "trademarks and designs".

She is registered as attorney-at-law in Turin. She is a Swiss, Italian and Community Trademark and Design Attorney.

### Professional experience

After working as an attorney-at-law in a law firm in Turin, she started handling IP matters in 2000 in collaboration with the IP firm MODIANO & ASSOCIATI in Milan. She then had a collaboration with the IP firm INTERPATENT in Turin from 2003 to 2005 and then with the IP firm RACHELI, in Milan again, from 2005 to 2010. She started the collaboration with M.ZARDI & CO. of Lugano, where she is responsible of the trademark department, in 2010.

Languages: Italian, English, French.

## PROFESSIONAL TEAM

Hermann Padovani  
Trademark Attorney



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### Main activities

He has a consolidated experience in trademarks, which he has attained after over four years of working as trademark consultant in professional firms in Lugano and Turin. His main field of activity is counseling in trademarks, domain names, copyright and industrial design. His activities include the drafting and prosecution of Swiss, Italian, Community and International trademark registrations.

### Education

He graduated in Law in 2003 with a thesis in Comparative Private Law following a period spent abroad with the Erasmus project at the Lapland University – Faculty of Law of Rovaniemi (SF). In 2007 he obtained a Master in Intellectual Property Rights, from Just Legal Services Law School of Milan covering the legal protection of trademarks, patents, industrial design, copyright and unfair competition. He is a Swiss, Italian and Community Trademark and Design Attorney.

### Professional experience

In 2006 he started his career with KEMIA SA in Lugano simultaneously collaborating with the firm INTER-PATENT in Turin. He joined M.ZARDI & CO. in September 2008.

He is responsible of the course of Intellectual Property Law within the Master of Innovation Management at the University of Applied Sciences of Southern Switzerland – Faculty of Business Economics.

Languages: Italian, English, French.

M. Zardi & Co.

## CONTACTS

The ideal partner for protecting your ideas

Mzardi & Co's office is in the center of Lugano in Pioda street, 6, only 5 minutes away from the lake.

The office is at 15 minutes by car from the Agno airport or at walking distance from the railway station. Near the office, it is located the parking of via Balestra.

### M. Zardi & Co. S.A

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