

## Giovanni Visintini

Counsel

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### OVERVIEW

Giovanni manages, protects, and enforces IP rights across various business sectors. His clients range from major energy companies to organizations involved in international sporting events and cultural sponsorships. Giovanni provides global strategic advice on complex IP asset management, protection, exploitation, and enforcement issues.

Giovanni leads negotiations and provides counsel on IP assets in joint ventures, mergers and acquisitions, distribution, licensing, and procurement agreements across multiple jurisdictions. He also spearheads groundbreaking cases to enforce colour trade marks in the UK, Poland, and Russia. Giovanni's role often involves managing worldwide trade mark portfolios and advising on sponsorship agreements and marketing campaigns.

### REPRESENTATIVE MATTERS

- Provided global strategic advice to senior management of a major energy company in relation to complex IP asset management, protection, exploitation, and enforcement issues.
- Lead negotiations and provide advice on IP assets of a major energy company in JV, M&A, distribution, licence, procurement, and other agreements covering multiple jurisdictions.
- Lead the project to enforce colour trade marks in groundbreaking cases in various jurisdictions, in particular UK, Poland, and Russia.
- Managed the worldwide trade mark portfolio of a leading energy company.
- Advised on sponsorship agreements and exploitation of sponsorship rights in marketing campaigns, including international sporting events and cultural sponsorships.

### AWARDS

- Notable Practitioner, *IP Stars* (2025)
- *World Intellectual Property Review*, Notable Practitioner, Non-Contentious Category (2024); Highly Recommended Practitioner (2025)

### TOP AREAS OF FOCUS

- [IP International](#)
- [Intellectual Property](#)
- [Trademark + Copyright](#)

## **PROFESSIONAL/COMMUNITY INVOLVEMENT**

- Non-Traditional Marks Committee, International Trademark Association (2026-2027)

## **PROFESSIONAL EXPERIENCE**

- Counsel, brands, BP plc (2006-2020)
- Legal counsel, IBML (2005)

## **EDUCATION AND CERTIFICATIONS**

### **EDUCATION**

- Università degli Studi di Parma, Italy, Law Degree, Thesis: Revocation of Trade Marks

### **BAR ADMISSIONS**

- England and Wales
- Italian Bar Association

### **LANGUAGES**

- Italian

## **PUBLICATIONS**

- Co-author, "[Rights of Publicity vs. Personality Rights: A Comparative Analysis of the US and UK Legal Frameworks](#)," *The Trademark Lawyer – INTA Special Edition*, May 2026.
- Author, "[Survey Evidence: A Gold Mine or a Minefield?](#)," *The Trade Mark Lawyer – INTA Special Edition*, May 2025.