

BARZANÒ & ZANARDO

INTELLECTUAL PROPERTY STRATEGIC CONSULTING



The right protection can get you anywhere

The human mind is capable of generating ideas that can change the destiny of a company, forever marking its course of development. Despite this formidable inherent strength, ideas become fragile and vulnerable when not adequately protected. For this reason, since our establishment in 1878 we have offered ourselves as **partner scapable of developing effective strategies for the protection of intellectual property**. Our mission is to protect, in all fields, the creations of human ingenuity, thus offering our clients the opportunity to fully express and exploit their creative potential for commercial purposes.

A great adventure that spans three centuries

It all began in 1878 with the creation of Barzanò's Studio in Milan and subsequent merger with Zanardo & Co. of Rome in 1906. Since then we have traversed many different eras, assisting our clients in obtaining a long series of iconic trademarks and patents in a multitude of fields: from automotive and technology to the sectors of food and household goods. We entered the second millennium establishing new offices that allowed us to be closer to our clients on the whole Italian territory, and effectively project ourselves to the rest of the world. **The strength of our history allows us to look to the future**, always staying a step ahead.

La Belle Époque
1878



The Industrial Revolution brings forth inventions in the fields of technology, energy, medicine and food. A thriving period never experienced before.

The Roaring Twenties
1923 - 1938



In the period between the two world wars, the desire to leave such a traumatic experience behind leads to a feverish period of innovation allowing us to play a major role.

The Economic Miracle
1945 - 1960



During the post-war rebuilding period, the ingenuity of Italian entrepreneurs has no limits. Nor does our support for their innovations.

The Space Age
1967



A period of great revolutions and uncertainties begins. After the enthusiasm of the moon landing, the energy crisis poses new challenges for entrepreneurs, who face them side by side with us.

The Global Economy
1989



The collapse of walls and borders opens new markets to be explored and new business opportunities emerge. Our strength: to be flexible like the markets.

The Digital Age
2012



It is the era of digitalization. Business moves increasingly online. Social media, social networks, e-commerce, apps and smartphones offer new and thrilling opportunities and challenges to the companies.



01. Trademarks

We protect the corporate identity

Trademarks •

Copyright •

Customs •

Availability searches •

Out-of-court activities •

License and assignment contracts •

Domain names and network rights •

Trademarks are the soul of a company. Our strategy for protecting such a valuable asset manifests itself from the onset, from the choices made in the analysis and registration phase, to the constant monitoring of infringements, online and offline, in different markets.

Our commitment does not end with the filing, but continues alongside the work of the client, as we offer constant support, both from a strategic and operational point of view.



02. Patents

We protect innovation

Patents •

Utility models •

Designs •

Plant varieties •

Software - Semiconductor topographies •

Prior art Searches •

Licenses and technology transfers •

Litigation •

Preventative measures •

In any market, the most competitive match is played on the field of innovation. An unpatented invention is dangerously exposed to waves of imitation and risks losing its competitive advantage. Our experts are able to offer advice in traditional sectors as well as the most recent ones, enhancing the innovations of small and large companies through a process of collaboration and support that continues long after the filing.



03. Brand Protection

We fight against infringements

- **Anti-counterfeiting**
- **Online Brand Protection**
- **Customs and seizures**
- **Enforcement**
- **Anti-counterfeiting technology**

We are the only ones in this sector to have a specific department, using a network of international partners and cutting-edge technologies, dedicated to protecting companies from the risk of counterfeiting and illicit use of their intangible assets. From preventive action in customs, halting the entry of counterfeited products onto the market, to online and offline monitoring of rights, from onsite investigations to intelligence actions coordinated between our departments, our Team speaks with a single voice to assert the rights of our clients.



04. Legal

Strategic consultation on a global level

- **Out-of-court legal consultancy**
- **Litigation**
- **Oppositions**
- **Records**
- **Privacy and data protection**

The protection of intellectual property does not occur simply through the application of standardized procedures. Every client is unique and, as such, unique strategies must be designed to protect their rights, ideas and inventions. This is why we work with a global and multidisciplinary approach, together with highly qualified technicians, to offer companies truly tailor-made legal advice.

The human factor is our added value

The image shows a group of people in silhouette, standing in a modern office or conference room. They are positioned in front of a large window that offers a view of a dense city skyline with numerous skyscrapers. The lighting is soft, creating a professional and collaborative atmosphere. The silhouettes of the people are dark against the lighter background of the window and the city.

As in all fields, it is the people that make the difference, and at Barzanò & Zanardo we strongly believe in this principle. Our team consists of **60 Attorneys** aided by a team of more than 150 professionals who give a voice and a face every day to the competence and accessibility that set us apart. The careful selection of resources and the constant updating, obtained through participation in conferences, training courses and academic projects in Italy and abroad, have created a truly formidable Team specialized in different fields, that collaborate and support each other in our offices in: **Rome, Milan, Turin, Vicenza, Biella, Rimini and Pordenone.**

Why Barzanò & Zanardo?

The essence of our uniqueness,
in five points.

- 01 • 140 years of history:**
experience is not just a number. It is a practical reality. The immense wealth of expertise and authority that we have built over the years is a recognized value, from which the quality of our actions derives.
- 02 • 85,000 clients:**
we work with companies and organizations of all types and sizes, national and international. We have an extensive clientele that demonstrates the flexibility of our approach and the ability to understand the specific needs of each field.
- 03 • Strategic approach:**
in working with the client, we do not consider ourselves merely executors but instead proactive partners, capable of taking all the synergistic actions necessary to effectively protect the Brand, and its products and services.
- 04 • Qualified team:**
our People are our strength. In the building of our team, we have been able to identify a wide spectrum of talents in a variety of fields.
- 05 • Training and updating:**
through active participation in conferences and industry events both in Italy and abroad, we strive to maintain up-to date and enhance our level of preparation and expertise.

BARZANÒ & ZANARDO

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GIACOMO BALLA - 1917 BARZANÒ & ZANARDO COLLECTION

In the centre-right part of the painting, the words Ing. Barzanò & Zanardo can be made out. On that Thursday, 13th December 1917, our firm published the nominal workings of various patents in the Italian daily newspaper "Corriere d'Italia".



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