

GIULIO VECCHI



SUMMARY

I am an Italian qualified lawyer with an extensive experience in advising with legal issues concerning, *inter alia*, technology and media, data protection, commercial law, intellectual property and advertising. I also specialized in assisting the clients in the negotiation of complex commercial deals and in a wide range of business contracts and relations. My professional experience includes both the practice in top tier International and Italian law firms and a long-term experience as corporate counsel in a multi-national company. I have been recommended by Legal 500 and Chambers and Partners for TMT.

LANGUAGES

ITALIAN	Mother tongue
ENGLISH	Fluent
SPANISH	Intermediate

PROFESSIONAL EXPERIENCE

- June 2022 – To date** **LCA Studio Legale, Milan, Italy**
PARTNER, IP, MEDIA, TECH&DATA
Assistance to national and international companies operating in different industries (Technology, Media, Entertainment, Telecommunications, Fashion and Luxury, Sport, Life Sciences, Banking, Chemical, Manufacturing, Real Estate, etc.) in relation to the assessment of legal and regulatory issues and matters concerning the implementation of services in the digital environment including the negotiation of commercial deals and business relations.
Track record includes:
- Assistance to primary media companies in relation to regulatory issues (including the application of the Regulation of the Italian Communication Authority (AGCOM) on transfer of ownership in the media sector and the transfer of DTT authorizations);
 - Assistance to fashion companies in relation to software development and IT agreements;
 - Assistance to clients in relation to notice and take down procedures;
 - Assistance to production companies in the definition of contracts for the development, production and distribution of audio-visual works and theatrical films;
 - Assistance to clients in relation to the negotiation of outsourcing agreements;
 - Assistance to clients in relation to the implementation of the Platform to Business Regulation;
 - Assistance to several companies in dealing with complex data protection issues and GDPR compliance;
 - Assistance within corporate transactions in relation to technology, data protection, regulatory, IP, commercial aspects;
 - Assistance to clients in relation to agreements for the distribution of NFT (non-fungible token).
- Oct. 2016 – May 2022** **CHIOMENTI, Milan, Italy**
COUNSEL, IP, TMT, DATA PROTECTION
Track record includes:
- Assistance to the major Italian broadcaster in the negotiation of a complex commercial deal with the primary Pay TV operator involving the sale of a IT platform and the licensing of TV channels (TV series and Cinema);
 - Assistance to primary media companies in relation to regulatory issues (including the application of the Regulation of the Italian Communication Authority (AGCOM) on transfer of ownership in the media sector and the transfer of DTT authorizations);
 - Assistance to clients in relation to notice and take down procedures;
 - Assistance to a primary international media group in the negotiation of a deal with a telco concerning the distribution of an on-demand service;
 - Assistance to clients in relation to the negotiation of outsourcing and IT agreements;
 - Assistance to a primary private investment firm in the purchase of shares of a TLC company operating broadband services in Italy;
 - Assistance to major Serie A clubs in relation to the definition of several sponsorship agreements, media regulation issues and IT agreements.
- June 2015 – Sept. 2016** **LEGANCE Avvocati Associati, Milan, Italy**
SENIOR ASSOCIATE, TECHNOLOGY MEDIA TELECOMMUNICATION (TMT)

Track record includes:

- Assistance to primary TMT companies in relation to regulatory issues;
- Assistance to several companies in dealing with data protection issues;
- Assistance to a primary media group in the negotiation of a deal with a provider of programmatic advertising services;
- Assistance to advertisers in the definition of branded entertainment projects;
- Advising a number of artists and authors in relation to copyright issues, license and commissioning of musical composition and recordings, screenplays, television format, graphic elements, etc.

Sept. 2012 – May 2015 Hogan Lovells, Milan, Italy

SENIOR ASSOCIATE, INTELLECTUAL PROPERTY MEDIA TECHNOLOGY (IPMT)

Track record includes:

- Assistance to a major platform in relation to the distribution of audio-visual contents;
- Assistance to a media company in relation to the negotiation of licenses with collecting societies;
- Assistance to a Tech giant in relation to IP related issues concerning goods for sale within its marketplace;
- Assistance to Free and Pay TV channels owned and operated by a major media company.

From January 2013 to April 2014, partially seconded to **Sky Italia, Milan, Italy** for the management of legal and regulatory matters related to the channels directly operated by Sky (**Sky Uno, Sky Arts, Sky Atlantic, TV8, Cielo**, etc.) and namely the acquisition of content and IP rights, the negotiation of commissioning agreements, the definition of regulatory issues (media, advertising, marketing, prize contests, etc.).

Nov. 2004 – Sept. 2012 MTV Italia – ViacomCBS, Milan, Italy

CORPORATE COUNSEL

Assistance to MTV Italia and to Italian companies of the ViacomCBS Group in relation to TV channels (**MTV, Nickelodeon, Comedy Central**, etc.), websites, mobile applications, and to the production, acquisition and distribution of contents.

Coordinating a team of 3 people.

Track record includes:

- **Corporate activity:** organizing and managing BoDs and Quotaholders meetings, drafting minutes and reports, managing the relations with the quotaholders, supporting the International team in relation to transactions involving the Viacom companies, negotiation of intercompany agreements.
- **Compliance:** Implementation of corporate policies and procedures to ensure the compliance with the applicable law and regulation including privacy and data protection and Model 231.
- **Legal Affairs:** providing legal advices and day to day assistance to internal clients (including HR, Purchasing, Finance, Production). Drafting and negotiating a full range of commercial agreements concerning the grant of intellectual property rights (mainly trademarks and copyright related to music, images and audio-visual contents), IT services and outsourcing, promotional projects, agreements with collecting societies, E-Commerce initiatives, production of shows and special events, lease agreements.
- **Regulatory Affairs:** fulfilments set forth by the applicable regulations on media, telecommunication. Relation with the competent Authorities (Italian Communication Authority, Italian Competition Authority, Italian Data Protection Authority). Participation to public consultations. Supervision on broadcasting standards.

Feb. 2002 – June 2002 Deloitte Touche Thomatsu - Milan, Italy

INTERN

Law research, reports and day-to-day support to attorneys.

EDUCATION

2007

Admitted to the **Italian bar**

2003 – 2004

UNIVERSITÀ DEGLI STUDI DI MILANO

Master in Media Law

Main subjects: media and advertising regulation, competition law, E-Commerce, regulation of electronic communication networks, data protection, Intellectual Property. Final dissertation on the electronic communications networks and services as per DIRECTIVE 2002/21/EC ("Framework Directive").

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- 1996 - 2003** **UNIVERSITÀ DEGLI STUDI DI MILANO**
 “Laurea”, Italian Bachelor's degree in Law
 Final dissertation on “*Fair Communication and Misleading Advertising in Italy and in UK*”
- 2001 - 2002** **SIOI – ITALIAN SOCIETY FOR INTERNATIONAL ORGANISATIONS, Milan**
 Organization operating under the supervision of the Ministry for Foreign Affairs
 (www.sioi.org). Master course for international careers.

OTHER EXPERIENCES

- 2013 – To date** Director of the Regulation Hub at the “Observatory of Branded Entertainment” (private organization joined by major companies in the field of media, IT and advertising – www.osservatoriobe.com). Organization of seminars regarding the legal issues related to the branded contents and native advertising, lobbying activity.
- 2014 – 2016** Didactic coordination of the post-graduate course in “*Media law and law of the new technologies*”, Università degli Studi di Milano.
- 2011 – 2018** Senior author of “Media Laws – Law and Policy in a comparative perspective” (www.medialaws.eu).
- 2015 – 2016** Member of the editorial staff of the - Band “A” - Law Review “*Federalismi – Media and Technology*”.
- 2011 – 2018** **Author of several publications including:**
- Co-Author of the “*Treatise on guarantees in communications*”, Giuffrè, 2023,
 - Co-Author of the “*Commentary to the Italian Audio-Visual Media Service Act*”, La Tribuna Editore, 2021,
 - Co-Author of “*Branded Entertainment - Definition, market, strategies and practices*” (Branded Entertainment Observatory, in collaboration with Ce.R.T.A., Università Cattolica del Sacro Cuore), RTI, 2020
 - Co-Author of the “*Commentary to the Electronic Communication Code*”, La Tribuna Editore, 2018,
 - Interview to Prismo Mag (Online Contemporary Culture Magazine) in relation to plagiarism and counterfeiting, January 2017,
 - “*Branded entertainment and the legal challenges of the new forms of commercial communication*” on Federalismi – Focus TMT, November 2016;
 - TMT Practice Guide - Italy, Chambers Global, 2016,
 - “*Privacy Shield, new regime applicable to the transfer of data to USA*”, Federalismi (brief comment), Focus TMT, 4 March 2016,
 - “*Soundreef case: is this really the end of SIAE monopoly?*”, Media Laws, December 2014,
 - “*Editorial contents on the internet: seeking a fair balance between promotion of the competition and protection of the intellectual property*”, Media Laws, 8 November 2013,
 - “*Cinematographic works of original Italian expression: quotas of investment and programming in the Inter-Ministerial Decree dated 22 February 2013*”, Media Laws, March 2013,
 - “*Multi-Territorial Licensing: Proposal of directive on Collective Management of Copyright*”, Media Laws, October 2012,
 - “*Advertising Standard Agency adjudication on advertising posted on Twitter*”, Media Laws, May 2012,
 - “*Two recent cases of comparative advertising*”, Media Laws, February 2012
 - “*Intellectual property and fair balance of fundamental rights. The case SABAM v Scarlet*”, Media Laws, December 2011,
 - “*TV shows and Intellectual Property: the (non-existing) protection of the format*”, Media Laws, November 2011,
 - “*Comments on the decision of the Court of Milan on the RTI v. Yahoo! Italia case*”, Media Laws, September 2011.

Participation to numerous seminars and lectures, including (only recent events):

Master Tech Law and Digital Transformation, 24 Ore Business School, Lecture on Regulation of Artificial Intelligence and Robotics, November 2022.

Master Digital Law, 24 Ore Business School, Lecture on Media Law, November 2022.

Università Cattolica del Sacro Cuore, CeTIF- Research Centre on Finance and Technology. From 2019 – 2021. Keynotes on data protection issues related to (i) payment services under PSD2, (ii) services and procedures employing AI and Advanced Analytics, (iii) KYC in the banking industry and instant services. Supporting CeTIF with legal and privacy aspects related to the blockchain technology based project named O-KYC (onboarding – Know Your Client).

Università Cattolica del Sacro Cuore, Master Insurance Management, 2021, Lecture on “*Legal aspects of AI and Big Data Analytics*”.

24 Ore Business School, Master Content Creation From 2021 to 2023, Lectures on “*The evolution of the advertising language and the branded content*”.

Università Cattolica del Sacro Cuore, Milano. Master "Fare TV". From 2012 to 2023. Lectures on “*Legal challenges of new forms of commercial communication*”.

Speaker at the IFLR European M&A Forum, London. Participation to the Due Diligence Panel on the following topic “*Dealing with GDPR, data protection and cybersecurity*”, 17 September 2019.

Speaker and moderator at the Round Table on “*Branded entertainment: the challenge of the transparency among legislation and self-regulation*”. Rome, Biblioteca del Senato della Repubblica, 15 marzo 2018.

Università degli Studi di Milano. Lecturer in the post-graduate course: “*Media law and new tech law*”. From 2011 to 2016 (<http://www.nextmedia.unimi.it>).

Moderator of round tables with executives of record labels and companies in the music business dedicated to the following topic: “*Music is changing, has changed and will change*”, April 2015.

International University of Language and Media (“IULM”), Milano. Lecture on “*TV shows and Intellectual Property: the (non-existing) protection of the format*”, December 2015,

Università degli Studi di Parma. Master Sport. Lecture on “*The regulation of audio-visual rights in sport events*”, April 2014

