



# Associazione Italiana dei Consulenti ed Esperti in Proprietà Industriale di Enti o Imprese

Segretario  
Dott.ssa Cristina CAZZETTA  
cristina.cazzetta@pirelli.com

Presidente  
Dott. Sergio LASCA  
sergio.lasca@pirelli.com

Tesoriere  
Dott. Stefano BARACCO  
stefano.baracco@piaggio.com

## Webinar: "Look-Alike on the web: New challenges of online counterfeiting"

**April 22, 2021**

**2:30PM – 5:00PM CET**

---

### Speakers:

**Ms. Chiara Oliviero – Mr. David Franklin - Mr. Claudio Bergonzi**

**Moderator Ms. Stella Padovani**

---

### Agenda

14:30 - 14:40	<b>Welcome and Opening Remarks from AICIPI's President</b>
14:40 – 15:20	Dr.ssa. Chiara Oliviero ( <i>Online Brand Protection Manager at Luxottica</i> ) <b>LOOK-ALIKE ON THE WEB: BRAND OWNER PERSPECTIVE</b>
15:20 – 16:00	Dr. Claudio Bergonzi ( <i>Senior Manager Global Brand Relations at Amazon</i> )
16:00 – 16:40	Mr. David Franklin ( <i>Global Director of Brand Protection at CSC</i> ) <b>LOOK-ALIKE ON THE WEB: SELLING PLATFORMS AND SOCIAL MEDIA WEBSITES IN THE TODAY'S REALITIES HOW CAN SUPPORT BRAND OWNERS</b>
16:40 – 17:00	<b>Q&amp;A - Closing remarks</b>