



Ministero delle Imprese  
e del Made in Italy



INDICAM  
PER LA TUTELA DELLA PROPRIETÀ INTELLETTUALE

INDICAM  
INTERNATIONAL OLYMPIC COMMITTEE  
FONDAZIONE MILANO CORTINA 2026

presents:

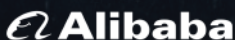
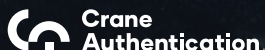
# IP PROTECTION IN THE CONTEXT OF MILANO CORTINA 2026

REGISTRATI QUI

SAVE THE DATE  
**24 OCTOBER 2025**

Hotel Hilton, Via Galvani 12, Milan

Event sponsored by:





Ministero delle Imprese  
e del Made in Italy



**INDICAM**  
PER LA TUTELA DELLA PROPRIETÀ INTELLETTUALE

8:30-9:00 **REGISTRATION**

9:00-9:30 **GREETINGS AND OPENINGS**

- Mario Peserico, INDICAM President
- Alessandro Morelli, Undersecretary of the Italian Council of Ministers
- Amedeo Teti, representative of the Ministry of Business and Made in Italy (MIMIT) Ministry of Enterprises and Made in Italy

9:30-10:30 **HIGH LEVEL ROUND TABLE: IP AND SPORT- GLOBAL TRENDS, IMPORTANCE FOR THE HOSTS AND EVENT ORGANISERS**

- Todd Reeves, Director, Building Respect for IP Division, WIPO
- Andrea Di Carlo, Deputy Executive Director, EU IPO
- Carlos Castro, Head of IP, IOC
- Pietro Fea, General Counsel, Fondazione Milano Cortina 2026

10:30-11:30 **ROUNDTABLE: ILLICIT ACTIVITIES RELATED TO THE OLYMPIC GAMES**

- Marco Francetti, Partner Jacobacci Avvocati
- Lucia Granieri, Lawyer at De Simone & Partners
- Morris Franco Calasso, Head of licensing, Fondazione Milano Cortina 2026
- Christophe Glénat, Counsel at EBL Lexington

11:30-12:00 **COFFEE BREAK**

12:00-13:00 **ROUNDTABLE ON ENFORCEMENT STRATEGIES**

- Alessandra Vercelloni, Director of Sales Brand Protection, Crane Authentication
- Claudio Bergonzi, Director Global IP enforcement, Alibaba Group
- Delphine Sarfati-Sobreira, CEO, UNIFAB/GACG
- Phil Lewis, Director General, ACG
- Gustavo Andrés Martín Martín - Judge, Commercial Court Number 1 of Alicante
- Dott. Ludovico Sburlati - Judge, Prima sezione civile, Tribunale delle Imprese, Torino

13:00 **NETWORKING & LIGHT LUNCH**