



UIA Union Internationale des Avocats
International Association of Lawyers
Unión Internacional de Abogados



Legal Implications for Marketing and Advertising Agreements. Providing Effective Advice to Maximize Benefits and Avoid Pitfalls. Food and Beverages as a Case Study

Seminar presented by the UIA with the support of the Turin Bar Association (Ordine degli Avvocati di Torino)

**FRIDAY,
MARCH 14
& SATURDAY,
MARCH 15, 2025**



ITALY

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#UIATurin

Introduction

The seminar will give a general view of the different legal aspects to be considered when analysing advertising and marketing strategies and the contractual obligations entered by the parties involved.

The main theme will be the legal advice to give clients who are preparing a marketing campaign for food and wine products, where social and digital marketing offers significant opportunities to organizations through lower costs, improved brand awareness and increased sales. Moreover, threatened by possible government regulation and critical public opinion, food and wine industries often undertake also self-regulatory actions and issue statements of concern for public welfare to protect the public. All that considering how different legislations worldwide dealing with consumer protection could impact a digital marketing campaign, namely for alcoholic products.

Following the main theme, the seminar will address IP issues affecting the planning of a successful advertising campaign, types of advertising agreements (e.g. creation of a TV advert, product

placement, sponsorship, influencer marketing, endorsement, social media, etc.), what not to do, illicit advertising, subliminal advertising, new obligations on digital advertising, such as consumer endorsement and consumer review, attempts at differentiating advertising and personal comment with influencers (and other ethical issues) and limitations applicable to food and wine advertising including labelling and origin invocation aspects.

A particular focus shall be made on food warnings as a policy option for improving public health.

Other topics neighbouring unfair competition practices will also be discussed such as disparaging advertising, comparative advertising, misleading advertising, superiority claims, and benchmarking practices.

The seminar will also discuss regulatory issues such a limitations to commercial audiovisual communications and the general principles applicable to audiovisual communications as well as self-regulation in the field of advertising discussing codes of conduct, copy advice and alternative dispute resolution systems.



ORGANISING COMMITTEE

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The UIA would like to thank the following partners:

Institutional Partner



Welcome cocktail

GRANDE STEVENS
STUDIO LEGALE

Coffee Break & Lunch



THURSDAY, MARCH 13

19:30 WELCOME COCKTAIL

Fondazione Dell'Avvocatura Torinese Fulvio Croce
Via Santa Maria, 1, 10122 Turin

FRIDAY, MARCH 14

08:30 – 09:00 REGISTRATION OF PARTICIPANTS

Fondazione Dell'Avvocatura Torinese Fulvio Croce
Via Santa Maria, 1, 10122 Turin

09:00 – 09:15 WELCOME AND OPENING OF THE SEMINAR

- **Carlo MASTELLONE**, *UIA President, Studio Legale Mastellone, Florence, Italy*
- **Marco CIURCINA**, *Representative of the Turin Bar Association (Ordine degli Avvocati di Torino), Italy*

09:15 – 09:45 GENERAL INTRODUCTION – Marketing campaign strategy: from ideas to successful implementation through appropriate marketing agreements

KEYNOTE SPEAKERS:

- **Vincenzo GUGGINO**, *Secretary General, Istituto Autodisciplina Pubblicitaria, Milan, Italy*
- **Caterina TONINI**, *CEO Havas Creative Network, CO-Founder & CEO Havas Pr, Milan, Italy*

09:45 – 11:00 TRADITIONAL CONTRACTS IN ADVERTISING: STRUCTURE AND BEST PRACTICES

- Agreements with advertising agencies
- Sponsorship agreements
- Endorsement agreements / Talent agreements
- Content Production Agreements
- Media buying agreements
- Product placement agreements
- Marketing agreements in the US experience

MODERATOR: ▪ **Paolo LOMBARDI**, *Studio Legale Elexi, Turin, Italy*

SPEAKERS:

- **Shalini DOGRA**, *Dogra Law Group PC, Santa Monica, CA, USA*
- **Luca EGITTO**, *RPLT, Turin, Italy*
- **Martine KARSENTY RICARD**, *JP Karsenty Et Associes, Paris, France*
- **Gabriel PRETUS LABAYEN**, *General Counsel, DAMM, Barcelona, Spain*

11:00 – 11:20 COFFEE BREAK

11:20 – 13:00 NEW FRONTIERS IN MARKETING CONTRACTS: ADAPTING TO EMERGING TRENDS

- AI marketing campaigns
- Digital Advertising Agreements
- AR/VR/IoT in experiential and personalized marketing

Programme

- Big Data and predictive analytics
- Agreements with influencers
- Influencer as an agent? The Italian and German perspectives

MODERATOR: ▪ **Nicola LATTANZI**, *President of the UIA Intellectual Property Commission, Eversheds – Sutherland, Milan, Italy*

SPEAKERS:

- **Luca BONA**, *Founder and CEO of DHTA, Turin, Italy*
- **Sara CITTERIO**, *General Counsel, Trussardi, Milan, Italy*
- **Mariaelena GIORCELLI**, *Buffa, Bortolotti, Mathis & Associati, Turin, Italy*
- **Matteo POGLIANI**, *Founder and Chairman, Osservatorio Nazionale sull'Influencer Marketing, Terranuova Bracciolini, Italy*
- **Massimo STERPI**, *Studio Legale Gianni & Origoni, Rome, Italy*

13:00 – 14:30 LUNCH

14:30 – 15:45 THE CONSUMERS' PERSPECTIVE

- Consumer protection and price indication in promotional campaigns after the Omnibus directive and the Court of Justice decision of September 26, 2024 in the case C-330
- Customers' claims for misleading and unfair marketing under EU experience
- Marketing campaigns and greenwashing
- Illicit marketing and role of the influencer/Dupe influencers
- Data privacy and targeted advertising

MODERATOR: ▪ **Diego SALUZZO**, *President of the UIA Agrifood Law commission, Grande Stevens Studio Legale, Turin, Italy*

SPEAKERS:

- **Victoria GIGANTE PÉREZ**, *Garrigues, Valencia, Spain*
- **Irene GRASSI**, *COCUZZA, Bologna, Italy*
- **Odra PAPALEO**, *Weigmann Studio Legale, Turin, Italy*
- **Victoria RUELLE**, *Lexing, Liège, Brussels*
- **Stefano VERGANO**, *Studio Legale Jacobacci & Associati, Turin, Italy*

15:45 – 16:05 COFFEE BREAK

16:05 – 17:15 THE COMPETITORS' PERSPECTIVE AND LITIGATION

- Comparative marketing campaigns / benchmarking / disparaging advertising. The unfair competition umbrella
- Advertising litigation before ordinary courts, self-regulatory bodies, proceedings before administrative authorities in the EU/UK and US experience

MODERATOR: ▪ **Nicola LATTANZI**, *Eversheds Sutherland, Milan, Italy*

SPEAKERS:

- **Maria Chiara CESARANI**, *Studio Torta, Turin, Italy*
- **William CHARRINGTON**, *Farrer & Co., London, United Kingdom*
- **Marita DARGALLO**, *Bufete Barrilero y Asociados, Barcelona, Spain*
- **George V. GRANADE**, *Reese LLP, New York, NY, United States*
- **Borja SAINZ DE AZA TIRAPU**, *Uría Menéndez, Madrid, Spain*

17:15 – 18:00 CASE STUDY – CREATION OF A MARKETING CAMPAIGN

- **Andrea CHIANURA**, *General Counsel Lavazza, Turin, Italy*
- **Simona MUSSO**, *Intellectual Property, Food law & Tech Senior Counsel Lavazza Group, Turin, Italy*

20:00 OPTIONAL DINNER

Il Circolo Dei Lettori Restaurant

Via Gianbattista Bogino, 9, 10123 Turin

SATURDAY, MARCH 15

08:45 – 09:00 REGISTRATION OF PARTICIPANTS

Fondazione Dell'Avvocatura Torinese Fulvio Croce

Via Santa Maria, 1, 10122 Turin

09:00 – 10:15 MARKETING AND REGULATORY ISSUES

- General principles/limitations applicable to commercial audiovisual communications
- Advertising public guidelines and self-regulatory codes in EU and UK
- Advertising addressed to children and the young generation/Advergame
- The image of women in advertising

MODERATOR: ▪ **Stefano DINDO**, *Dindo Zorzi e Associati, Verona, Italy*

SPEAKERS:

- **Chiara CIVERA**, *Università di Torino, Turin, Italy*
- **Christoph PETSCH**, *Petsch Frosch Klein Arturo Rechtsanwälte, Vienna, Austria*
- **Barbara POZZO**, *UNESCO Chair, Università Degli Studi Dell'insubria, Como, Italy*
- **Maria Katharina RAUCHENBERGER**, *Head of Legal and Compliance Ruffino, Responsible AIGI Toscana and Umbria, Florence, Italy*

10:15 – 11:30 MARKETING IN FOOD & BEVERAGE SECTOR

- Evolutions in food marketing and policy implications. Food and health: compulsory and voluntary information to be provided for F&B products in EU and US
- The impacts of alcohol marketing and advertising: the more critical Countries from an industry perspective
- Legal claims and jurisprudence in the F&B sector: more recent cases

MODERATOR: ▪ **Diego SALUZZO**, *President of the UIA Agrifood Law commission, Grande Stevens Studio Legale, Turin, Italy*

SPEAKERS:

- **Erik ESAIASSON**, *Gulliksson, Lund, Sweden*
- **Lynne R. OSTFELD**, *Law Office of Lynne R. Ostfeld PC, Chicago, IL, USA*
- **Anna Claudia PELLICELLI**, *Università di Torino, Turin, Italy*
- **Paolo VERONESI**, *Società Italiana Brevetti, Verona, Italy*

11:30 – 11:45 COFFEE BREAK

11:45 – 12:30 HEALTH CARE AND MARKETING

- When food meets health: probiotics and dietary supplements
- Limitations applicable to advertising healthcare products and services under an EU, Switzerland, US and Latin America perspective
- Mandatory contents in advertising for medicines/medical devices and health products depending on the advertising vehicle
- What to avoid when advertising medical products and use of Pharma-influencers in the medical and personal wellness sector

MODERATOR: ▪ **Eliana SILVA DE MORAES**, *President of UIA Health Law Commission, Silva de Moraes Associes, Sao Paulo, Brazil / Paris, France*

SPEAKERS:

- **Beatriz DE SILVA**, *Lussan - Société d'avocats, Paris, France*
- **Monika GATTIKER**, *Lanter Attorneys, Zurich, Switzerland*
- **Dr. Ina GERSTBERGER**, *GERSTBERGER Products & Law firm, Munich, Germany*
- **Ana Maria MIHALCESCU**, *Mihalcescu & Asociatii, Bucharest, Romania*
- **Iliyana SIRAKOVA**, *Deloitte Legal, Vienna, Austria*

12:30 – 13:00 CLOSING REMARKS

SPEAKERS:

- **Marita DARGALLO**, *Barrilero y Asociados, Barcelona, Spain*
- **Mariaelena GIORCELLI**, *Bortolotti, Mathis & Associati, Turin, Italy*
- **Nicola LATTANZI**, *Eversheds – Sutherland, Milan, Italy*
- **Paolo LOMBARDI**, *Studio Legale Elexi, Turin, Italy*
- **Diego SALUZZO**, *Grande Stevens Studio Legale Associato, Turin, Italy*
- **Eliana SILVA DE MORAES**, *Silva de Moraes Associes, Sao Paulo, Brazil/Paris, France*



General Information

SEMINAR VENUE

Fondazione Dell'Avvocatura
Torinese Fulvio Croce
Via Santa Maria, 1
10122 Turin

→ CONTINUING LEGAL EDUCATION

Every participant attending the seminar will receive a "Certificate of Participation" at the end of the event that may be to obtain "Credits" for "Continuing Legal Education" - "Continuing Professional Development" purposes, depending on national rules. For more information, please contact the UIA.

→ LANGUAGE

The working language will be **English**.

→ HOTEL RESERVATION

Each participant should make his/her own arrangements for hotel accommodation in Turin. The seminar will take place at the Fondazione **Dell'Avvocatura Torinese Fulvio Croce** (Via Santa Maria, 1, 10122 Turin).

Hotel suggestions nearby are:

NH TORINO SANTO STEFANO (4*)

Via Porta Palatina 19, 10122 Turin

T +39 011-5223311

https://www.nh-hotels.it/hotel/nh-torino-santo-stefano?utm_campaign=local-gmb&utm_medium=organic_search&utm_source=google_gmb&utm_term=langtest

At 550 meters from the Seminar Venue

HOTEL INDIGO TURIN (4*)

Via XX Settembre 70, 10121 Turin

T +39 0800 291 353

<https://www.ihg.com/hotelindigo/hotels/gb/en/turin/miltu/hoteldetail>

At 500 meters from the Seminar Venue

→ REGISTRATION FEES

**Amounts exclusive of VAT*

	On or before February 21	From February 22
UIA MEMBER	<input type="checkbox"/> € 395*	<input type="checkbox"/> € 445*
UIA MEMBER - YOUNG LAWYER (<35)**	<input type="checkbox"/> € 345*	<input type="checkbox"/> € 395*
NON MEMBER	<input type="checkbox"/> € 445*	<input type="checkbox"/> € 495*
NON MEMBER - YOUNG LAWYER (<35)**	<input type="checkbox"/> € 395*	<input type="checkbox"/> € 445*
MEMBER OF THE TURIN BAR ASSOCIATIONS	<input type="checkbox"/> € 195*	
LAW STUDENT ***	<input type="checkbox"/> € 100*	

Fees include:

- Attendance at all working sessions
- Welcome cocktail on March 13
- Lunch on March 14
- Seminar documentation
- Coffee breaks on March 14 & 15

The dinner on March 14 is optional and at additional charge.

***The VAT (22%) can be applied to the amount** stated above according to the European Directive 2006/112/CE of November 28, 2006. **If you provide an EU VAT ID number, the VAT will not be charged.** For more information, please contact the UIA.

****Please attach proof of age to the registration form to benefit from young lawyers fee.**

*****Please send a copy of your student card to benefit from the special rates. Please note that the Law Student registration is limited to 25 students.**

Please note that the number of places at the seminar is limited. The organisers reserve the right to refuse registrations in the event of excess applications.

In order for your name to appear in the **list of participants**, which will be distributed during the seminar, your registration form must be received by **March 3** at the latest. An updated electronic list will be sent by email to all the participants after the seminar.

Cancellation and General Conditions

→ CANCELLATION CONDITIONS

All cancellations will be subject to a 50% deduction and will have to be sent in writing, to be received by the Union Internationale des Avocats **no later than February 14, 2025**.

No refund will be made for cancellations received after this date.

VISAS

Anyone who requires a visa invitation letter in order to attend the seminar should register and pay their registration fees **no later than February 14, 2025** to ensure there is enough time to obtain a visa.

→ GENERAL CONDITIONS

All registrations received by the Union Internationale des Avocats (UIA) along with the full payment of fees corresponding to the events selected will be confirmed in writing.

The UIA reserves the right to cancel or postpone the seminar to a later date, change the seminar venue and/or programme, make any corrections or modifications in the information published in the seminar programme and cancel any invitation to participate in the seminar, at any time and at their entire discretion, without having to provide any reasons.

Participation in UIA activities is conditional upon adherence to and compliance with the [UIA Code of Conduct](#). Failing this, the UIA reserves the right to refuse registration for the said activity.

Neither the UIA, nor any of its managers, employees, agents, members or representatives shall be held responsible for any loss or damage of any nature suffered (directly or indirectly) by a delegate, accompanying person or a third party following any cancellations, changes, postponements or modifications, except in case of death or personal injury due to gross negligence by the UIA.

The UIA strongly advises participants to subscribe to modifiable and/or refundable services, as well as to take out cancellation insurance.

The contractual relations between the UIA and each participant (delegate or accompanying person) in relation to the seminar are subject to French law and jurisdiction, to the exclusion of any other law. Paris is the city of jurisdiction.

FORMALITIES

It is the responsibility of participants to ensure compliance with police, customs and health formalities for their journey. Participants unable to take part in the seminar because of their inability to take a flight or any other means of transportation due to being unable to provide the documents required (passport, visa, vaccination certificate, etc.) cannot claim any reimbursement.

All cancellations will be refunded in full, minus €50 + VAT to cover administrative costs, provided that the UIA has received the registration documents and **total registration fees no later than February 14, 2025 and the cancellation will have to be sent in writing no later than March 6, 2025**.

If you register after this date, only 50% of the amount paid minus €50 + VAT to cover administrative costs will be refunded for cancellations due to visa refusals.

All cancellations due to a visa refusal must be sent in writing and reach the UIA **before the seminar**. Cancellations must be accompanied by a **proof of visa refusal**. If your visa is issued after the seminar date or if you do not have proof of visa refusal, you will not be entitled to a refund.

FORCE MAJEURE

“Force majeure” means any events external to the parties, of both an unforeseeable and insurmountable nature that prevents either the client or the participants, or the agency or service providers involved in organising the seminar, from executing all or part of the obligations provided for in the present agreement. By express agreement, such will be the case in the event of a strike affecting the means of transport, hotel staff, air traffic controllers, an insurrection, a riot or any prohibition whatsoever decreed by governmental or public authorities.

It is expressly agreed that for the parties, a case of force majeure would suspend the execution of their reciprocal obligations. At the same time, each of the parties shall bear the burden of all the expenses incumbent upon them, resulting from the case of force majeure.

HEALTH

The organisers decline any responsibility in case of any health problems existing prior to the seminar that may lead to complications or be aggravated during the entire period of the stay: pregnancy, cardio-vascular problems, any allergies, special diets, any disorders under treatment and not yet consolidated on the day the seminar starts, psychic or mental or depressive illness, etc. (Non exhaustive list).

PERSONAL DATA PROTECTION

Personal data collected is processed by the Union Internationale des Avocats, in its capacity as data controller. The data is used to manage registrations for events organised by the Union Internationale des Avocats.

In accordance with the applicable regulations, you have the right to access, rectify and delete your personal data, as well as the right to data portability. You may also withdraw your consent to the processing of your personal data at any time or request that such processing be restricted.

Finally, you have the right to specify instructions concerning the fate of your data in the event of your demise.



Union Internationale des Avocats
International Association of Lawyers
Unión Internacional de Abogados

Registration Form

Legal Implications for Marketing and Advertising Agreements. Providing Effective Advice to Maximize Benefits and Avoid Pitfalls

TURIN, ITALY

FRIDAY, MARCH 14 & SATURDAY, MARCH 15, 2025

Register online at www.uianet.org

or please complete and return this form to: uiacentre@uianet.org

UIA (International Association of Lawyers)

■ Tel: +33 1 44 88 55 66 ■ Email: uiacentre@uianet.org

Family Name:

First Name:

UIA Identification number (if you already have one): M I _____

Firm:

Address:

Post Code: City:

Country:

Tel: Fax:

Email:

Date of Birth:

EU VAT ID-Number:

Special requests (special diet, allergies, handicap...):

Arrival/departure times & flight numbers:

Hotel:

A. SEMINAR REGISTRATION FEES

*Amounts exclusive of VAT	On or before February 21	From February 22
UIA MEMBER	<input type="checkbox"/> € 395*	<input type="checkbox"/> € 445*
UIA MEMBER - YOUNG LAWYER (<35)**	<input type="checkbox"/> € 345*	<input type="checkbox"/> € 395*
NON MEMBER	<input type="checkbox"/> € 445*	<input type="checkbox"/> € 495*
NON MEMBER - YOUNG LAWYER (<35)**	<input type="checkbox"/> € 395*	<input type="checkbox"/> € 445*
MEMBER OF THE TURIN BAR ASSOCIATIONS	<input type="checkbox"/> € 195*	
LAW STUDENT ***	<input type="checkbox"/> € 100*	

* The VAT (22%) can be applied to these amounts according to the European Directive 2006/112/CE of November 28, 2006.

If you provide an EU VAT ID number, the VAT will not be charged. For more information, please contact the UIA.

** Please attach proof of age to the registration form to benefit from young lawyers fee.

*** Please send a copy of your student card to benefit from the special rates. Please note that the Law Student registration is limited to 25 students.

B. SEMINAR SOCIAL ACTIVITIES

Please indicate below whether you plan to attend the following event **included** in the cost of your registration.

- Welcome Cocktail – Thursday, March 13 Lunch – Friday, March 14

C. OPTIONAL DINNER

(**Not included** in the registration fees)

- Optional Dinner – Friday, March 14

• Please book person(s) for the dinner

€ 75 (Excl. VAT) x ___ / pers €

TOTAL (C) (Excl. VAT) €

D. TOTAL

TOTAL (A) Excl. VAT – Registration Fees €

TOTAL (C) Excl. VAT – Optional Dinner €

TOTAL (A+C) Excl. VAT €

VAT if applicable (22%)* €

If you provide an EU VAT ID number, the VAT will not be charged

TOTAL (A+C+VAT) €

*The VAT (22%) can be applied to the amount stated above according to the European Directive 2006/112/CE of November 28, 2006. If you provide an EU VAT ID number, the VAT will not be charged. For more information, please contact the UIA.

E. CANCELLATION CONDITIONS AND GENERAL CONDITIONS

I, the undersigned, confirm having read and accepted the cancellation policy and the general terms and conditions given on page 6 of the registration programme. My registration will only be taken into account after receipt of my payment.

The participant is aware that his/her image and/or voice may be recorded or filmed during the entire duration of the seminar and, by signing this registration form, grants UIA the right to use, reproduce and distribute the concerned images and recordings by any known or unknown means and on all types of media, for an unlimited duration, completely free of charge.

The undersigned acknowledges having been informed of the processing of the personal data contained in this form by UIA, as detailed on page 6 of the registration programme.

F. METHOD OF PAYMENT

- By bank transfer in EUR, without charges to the payee, in favour of the Union Internationale des Avocats, quoting "2025 TURIN Seminar", to the following bank and account:

Société Générale – Agence Paris Institutionnels – 50 rue d'Anjou – 75008 Paris – France

BIC / SWIFT N°: SOGEFRPP

IBAN: FR76 3000 3033 9200 0503 4165 164

Kindly attach a copy of your bank transfer order to your registration form

- By credit card: Visa Mastercard

Card N°: _____ Expiry date: __ / __ 3 digits: ___

Name of card holder:

I authorise the Union Internationale des Avocats to debit the above mentioned credit card in the amount of € (EUR)

Date: / /

Signature: