



Unione Europea



Ministero dell' Istruzione,  
dell' Università e della Ricerca



Università degli Studi di Salerno

## UNIVERSITA' DEGLI STUDI DI SALERNO DIPARTIMENTO DI INGEGNERIA CIVILE

Corso di Dottorato di Ricerca in  
Ingegneria Strutturale, Architettura e Patrimonio Storico, Architettonico e Paesaggistico  
(Structural Engineering, Architecture and Cultural Heritage)

### AVVISO DI SEMINARIO

19 Dicembre 2023, ore 10:00  
Sala Multimediale Laboratorio Strutture Strength L2  
Campus Universitario di Fisciano

Seminario svolto in modalità ibrida: [Teams Link](#)

**Dr.ssa Avv. Raffaella Pagliuca – Dr. Ing. Paolo Frare**  
Barzanò & Zanardo <https://barzano-zanardo.com/it/>

**Title: “Intellectual Property Rights are innovators’ best friends”**

#### Abstract:

Intellectual Property Rights are all around you: this workshop is aimed to give you a general overview of all IP rights as trademarks, design, patents, trade secrets, copyrights and discover how they can represent a value for their owners. We shall analyze the general IP principles and specific characteristics and requisites of any IP right, their enforceability and where you can find them in objects of daily use. In addition, we will explain why you should definitely consider a career in IP, as a Patent or a Trademark Attorney and what this profession involves. Innovation cannot be brought without carefully consider how to protect your inventions, before someone else do it.

#### Short Bios:

- **Dr.ssa Avv. Raffaella Pagliuca**

I was born in Avellino and I graduated in Law at the University of Naples in 2016. I decided to move to Rome where I joined the post-graduation Master’s Degree in Competition and Innovation Law. My interest in IP law started there. My former legal background consist of practical experience as an Attorney at Law, in Civil matters and as an intern in Court, where I assisted the Judge for a stage. I obtained the qualification as an Attorney at Law from 2020. I started working in Barzanò & Zanardo, one of the largest and oldest intellectual property firms of Italy from 2018, based in the Rome office. I am a qualified Trademark and Design Attorney, from 2021, after the admission exam and I represent Clients before Italian Trademark Office (UIBM) and European Union trademark Office (EUIPO). My job is made of continuous assistance to Clients, from all countries, to file, register and protect their IP assets, specifically trademarks, in Italy and creating a strong portfolio abroad. My daily goal is to help large and little companies, entrepreneurs and start-up in protecting their own brand identity, also by challenging third parties’ conflicting rights and promptly react against possible counterfeiting actions, filing oppositions, invalidity actions and other remedies.

- **Dr. Ing. Paolo Frare**

I graduated in Electrical Engineering at the University of Padova in 2002. I stayed 1 year and a half at the University of Padova, firstly as a researcher and then as PHD student, but on January 2024 I left the PHD course and I started working as patent attorney trainee at the Treviso office of a big intellectual property firm. In 2008 I moved to a multinational company producing household appliances, as inhouse patent attorney, where I stayed until 2018, when I joined Barzanò & Zanardo, one of the most important and oldest (founded in 1878) intellectual property firms of Italy. I’m based in the Pordenone office. I’m qualified as Italian patent attorney (since 2008), European patent attorney (since 2012), European design attorney (since 2008) and I’m registered as European patent litigator by the Unified Patent Court (since its establishment in June 2023). I belong to the Gruppo di Studio Brevetti-UPC of the Italian Patent Attorneys Professional Association (Ordine dei consulenti in proprietà industriale).