



COVIELLO
MARCHI BREVETTI DESIGN
INTERNATIONAL LAW FIRM

 **brandregistrato.**

Safeguard Your Future, Protect Your Brand

Trademark Registration, Patent Filing,
and Intellectual Property Protection

studiolegalecoviello.com



We Safeguard Your Creativity



Studio Legale Coviello:

Your Trusted Partner in Intellectual Property Protection.

Our team of experts is here to help you safeguard your ideas in an increasingly competitive market.

Over 20 Years of Experience in the Field of Intellectual Property.

Over 500 Clients Served Each Year.

An International Network Enabling Trademark Registration and Protection in Over 50 Countries.

Our Commitment Is to Protect Your Ideas, Safeguarding the Unique Value of Your Creations.

Our Mission Is Simple: Ensuring That Every Innovation—Whether a Trademark, Patent, or Design—Receives the Protection It Deserves.



Our Services



Trademarks:

- **Pre-Filing Consultation:** We assess the protectability of your trademark and recommend the best protection strategies.
- **Prior Art Searches and Market Analysis:** We verify trademark availability at both national and international levels, ensuring no conflicts with existing registered trademarks.
- **Trademark Application Filing:** We prepare and file trademark applications with the relevant authorities.
- **Prosecution and Legal Defense:** We represent clients in opposition or dispute proceedings, ensuring the protection of trademark rights.

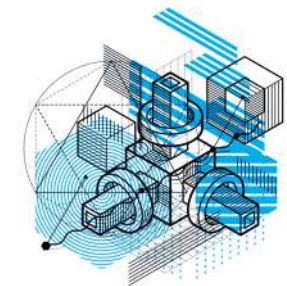


Patents and Utility Models

- **Protectability Assessment:** We analyze your patent or utility model to ensure its innovation and legal protection.
- **Patent Drafting:** We prepare the necessary documentation for filing.
- **Application Filing:** We handle the entire registration process.
- **Legal Assistance for Defense and Prosecution:** We safeguard patent rights and represent clients in legal disputes.

Designs and Industrial Models:

- **Design Protection Consultation:** We help safeguard innovative designs from imitation.
- **Design Registration:** We prepare and file registration applications.
- **Legal Defense Against Infringements:** We provide legal assistance to defend design rights.





Corporate Valuation

- **Trademark Valuation Report:**

Studio Legale Coviello provides a professional assessment of your trademark's economic value, based on legal, economic, and market criteria. This valuation is essential for transactions, strategic business operations, or enhancing the brand's value and market presence.

Trademark Licensing Agreements

- **Drafting and Negotiation of Licensing Contracts:**

We provide comprehensive support in drafting and negotiating trademark licensing agreements, allowing businesses to leverage their brand in a controlled and protected manner while retaining legal ownership and ensuring a steady revenue stream. We handle every stage, from contract drafting to managing rights and financial terms, safeguarding your intellectual property assets.



Additional Services

- **Customs Protection:** We monitor and safeguard your products against counterfeiting on an international level, liaising with customs authorities.
- **Oppositions:** We defend our clients' rights in cases of conflicting trademark or patent applications.
- **Copyright:** Comprehensive consultancy on the protection of creative works, from registration with SIAE to legal defense.



How We Protect Your Intellectual Property

Personalized Consultancy

We analyze your needs and the nature of your project to ensure tailored protection. Our consultancy covers every aspect of intellectual property, offering the best registration strategies.



Prior Art Search

We conduct thorough searches to verify the availability of your trademark or patent. Our goal is to ensure the success of your application by avoiding conflicts with pre-existing rights.

Application Filing

We prepare all necessary documentation and manage the filing process with the relevant authorities, both nationally and internationally.



Monitoring and Defense

We provide continuous surveillance services, monitoring for potential infringements and promptly taking legal action to defend your rights.





Artificial Intelligence and Intellectual Property: New Legal Frontiers

Artificial Intelligence at the Service of Intellectual Property

Artificial Intelligence (AI) is revolutionizing the world of creativity and innovation, creating new opportunities as well as complex legal challenges. Managing intellectual property (IP) for works created or co-created by AI raises fundamental questions: Who owns the rights? Which works can be protected?

Studio Legale Coviello is at the forefront of providing innovative legal solutions to address these challenges. We offer specialized consultancy to protect trademarks, patents, and designs generated by AI, ensuring that your works and intellectual assets are safeguarded in compliance with emerging regulations.

Legal Solutions for Protecting AI-Generated Works

Lawmakers are exploring new approaches to safeguard AI-generated works while maintaining a regulatory framework that promotes innovation and growth.



Ownership of Rights

Assignment of Rights to AI, Developers, or Data Owners



International Initiatives

WIPO and International Working Groups on AI and IP



Focus on Italy

UIBM and the Ministry of Economic Development at the Forefront





Strategic Expansion in the UAE: Comprehensive Services for Italian Businesses

Your Partner for Success in the United Arab Emirates

The United Arab Emirates is one of the most dynamic and strategic markets globally, offering a business-friendly environment, tax advantages, and cutting-edge infrastructure. For Italian companies, it serves as a privileged gateway to the Middle East, Africa, and Asia.

Studio Legale Coviello, leveraging its expertise and recognition as an Italian Certified Advisor IICUAE, provides comprehensive support to facilitate the expansion of Italian businesses in this region.

From legal and tax consultancy to operational and contractual management, our goal is to ensure a smooth transition and lasting success in the Emirati market.

The United Arab Emirates serves as a global economic hub, offering tax advantages, political and economic stability, and state-of-the-art infrastructure.

1

Strategic Location

Connection to the Middle East, Africa, and Asia

2

Tax Advantages

0% VAT for companies operating outside the UAE and corporate tax only on profits exceeding \$100,000.

3

Business-Friendly Ecosystem

No currency restrictions, advanced banking systems, and quick access to business licenses.



Business Growth Solutions

We offer a comprehensive package of services to facilitate the expansion and operations of Italian companies in the Emirati market, providing support at every stage of the process.



Contractual Assistance

Solid and tailored negotiations to ensure secure operations.

Tax Assistance

Tax optimization to reduce costs and increase returns.

Trademark/Patent Registration

Intellectual property protection in compliance with local laws.

Temporary Management

Temporary management solutions for operational continuity.

Training Courses

Enhancing team skills to tackle local challenges.

Staff Recruitment

Talent recruitment to build competitive teams.

Essential Operational Services

We support businesses with practical services to ensure a smooth integration and effective corporate management in the United Arab Emirates.

Accounting

Accurate accounting management for error-free operations.

Company Formation

Company formation with exclusive tax advantages.

Residence Visa

Support for obtaining business and personal visas for entrepreneurs and employees.

Business Relocation

Reducing operational complexities by relocating the headquarters abroad.



Advanced Financial and Legal Solutions

We provide strong legal and financial support to optimize operations and seize new business opportunities.

Bank Account Opening

Access to local financial services with professional support.

Legal Assistance

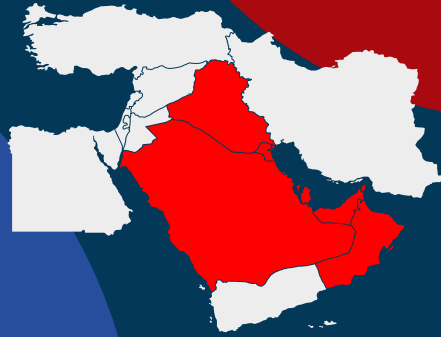
Complete protection of business interests with specialized consultancy.

Business Internationalization

Customized expansion strategy to enter new markets.

Residence Visa

Support for obtaining business and personal visas for entrepreneurs and employees.



Integrated Services for Business Expansion in the Gulf Area.



Opportunities in the Gulf Market

The Gulf Area represents one of the most dynamic economic regions in the world, with significant opportunities in countries such as the United Arab Emirates, Saudi Arabia, Qatar, Kuwait, Bahrain, Oman, and Iraq. These markets offer a favorable investment environment, with advantageous fiscal policies and strong demand for innovation and international expertise.

1

Access to 7 Strategic Markets

Commercial hubs with state-of-the-art infrastructure and business-friendly regulations.

2

Strong Demand for International Investments

Opportunities in the energy, technology, construction, and tourism sectors.

3

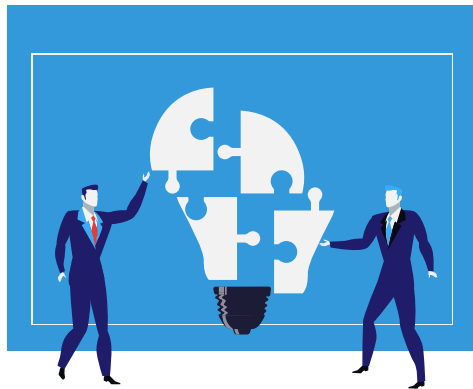
Tax Advantages and Incentives

Opportunities in the energy, technology, construction, and tourism sectors.



Solutions to Expand Your Business in the Gulf

Studio Legale Coviello provides comprehensive support to facilitate business expansion not only in the United Arab Emirates but also in other Gulf markets.



Legal and Contractual Assistance

Tailored support for negotiations and drafting contracts valid in the various Gulf countries.

Trademark and Patent Registration

Intellectual property protection in accordance with the local regulations of each country.

Company Formation

Establishment of legal entities in Free Zones and Mainland across multiple states.

Tax and Accounting Consultancy

Tax optimization and accounting management to operate securely.



Advanced Regional Support

We offer a wide range of operational and strategic services to ensure a strong presence across the Gulf region and effective business management in the United Arab Emirates.

Bank Account Opening Across the Region

Simplified access to local financial systems.

Business Internationalization

Regional expansion strategy to increase market penetration in the Gulf.

Showrooms and Regional Fairs

Opportunities to showcase products at high-profile events across various countries.

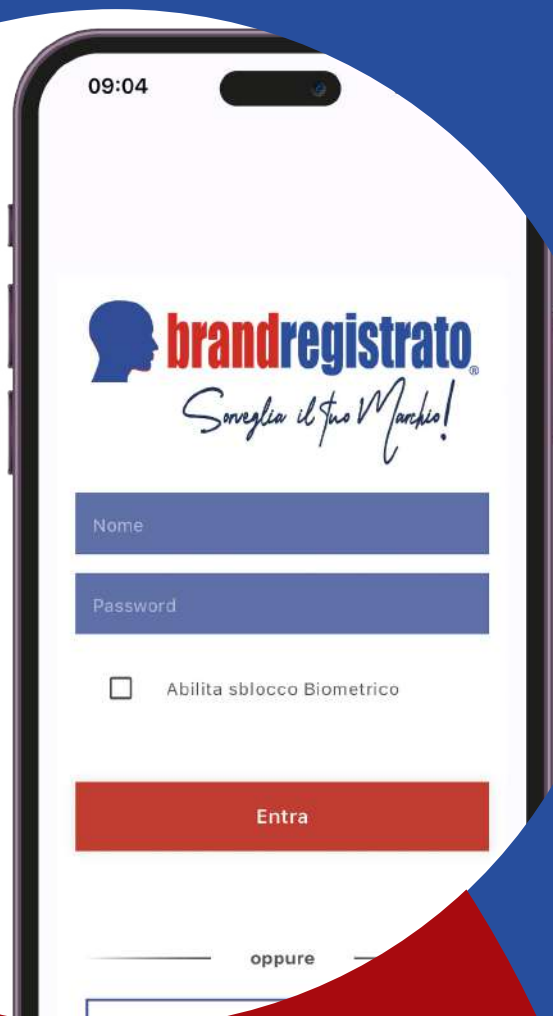
Networking with Regional Partners

Access to a strong network of contacts to foster collaborations.





COVIELLO
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The digital vault for intellectual property

- Secure and Biometric Access
- Trademark, Patent, and Design Storage
- Active Monitoring and Surveillance
- Contract and Valuation Management
- Geographic and Product Class Verification
- Download of Registration Certificates
- Customized Legal Assistance

www.brandregistrato.it

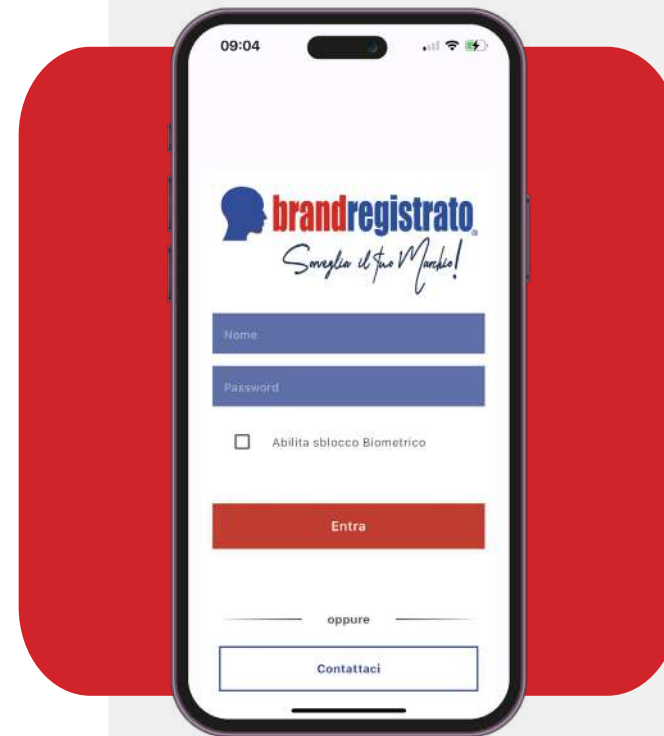
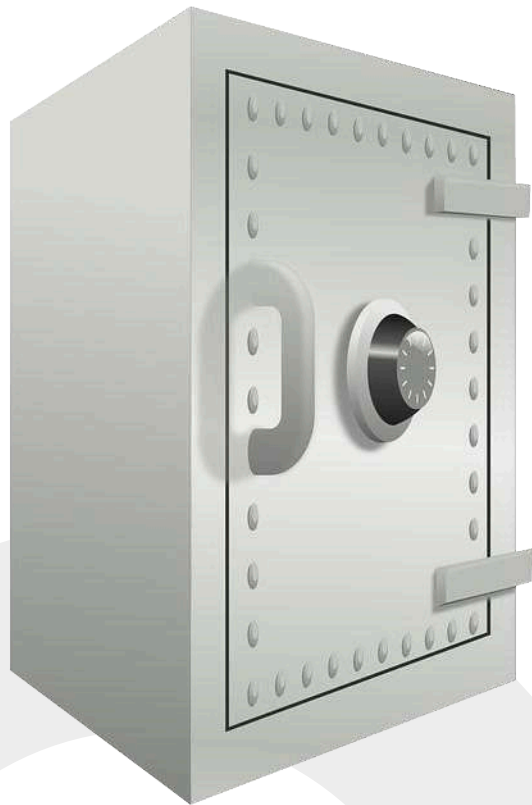




Download your App



Protect and store your company's assets like in a digital vault, always at your fingertips and fully secure!



Imagine having a digital vault to securely store your intellectual property assets: trademarks, patents, designs, and contracts.

The Brand Registrato app offers just that: a secure, reliable, and intuitive system to monitor, manage, and protect your intangible assets with just a few simple taps on your smartphone.

Every time you register a trademark, patent, or design, you store it in your digital vault.

With the Brand Registrato app, you can always be sure that your intellectual property assets are secure, ready to be consulted, updated, and protected at any time.



Protect your trademarks, patents, and designs as if they were stored in a virtual vault.



Manage your contracts and valuation reports in an organized and secure way.



Receive immediate updates on the status of your legal matters.



Access securely with biometric unlock and advanced encryption technologies, ensuring the highest level of protection.

Check everything with 4 taps in less than 4 seconds!

Simplicity, speed, and control at your fingertips. Protecting your trademark has never been so easy!





App Benefits:

Intuitive and clean interface, designed to provide you with maximum comfort and ease of use.

Innovative for our clients

With the Brand Registrato app, you have full control over the management of your trademark, patent, or design directly from your smartphone, wherever you are. Access all your information and monitor the status of your filings with just a few simple taps, in less than 4 seconds!

View and manage your registered filings in an instant.

Receive real-time updates on the status of your trademark, patent, and design applications.

Quick and secure access with biometric unlock.

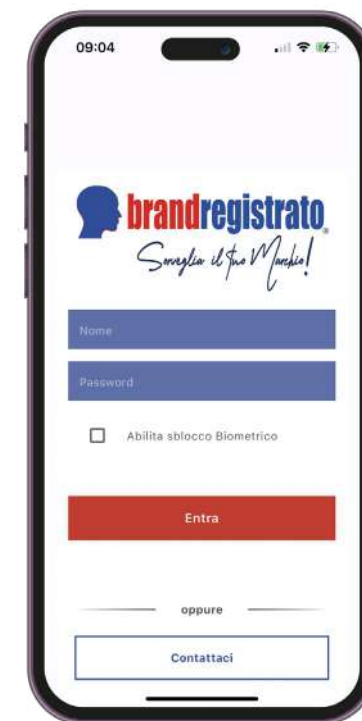
Download the app now and gain maximum control with minimal effort!

Intuitive and secure login screen with biometric unlock enabled.



Direct access to your registered trademarks, patents, and designs with just a few taps.

Contact the Law Firm directly for any questions or clarifications.



Monitored, watched, and safeguarded for 10 years.

1. User Profile Creation and Secure Access

- Registration and access via biometric or Face ID.
- Initial setup of your personal digital vault.

2. Intellectual Property Filing and Custody

- Trademark, patent, or design registration process.
- Adding titles to your digital vault.

3. Intellectual Property Monitoring

- Continuous surveillance: Verification and monitoring via Timeline Tracking.
- Notifications and alerts for deadlines (renewal of trademarks, patents, designs).

4. Contract and Valuation Management

- View and download licensing contracts.
- Manage valuation reports associated with the titles.

5. Geographical Verification and Information Control

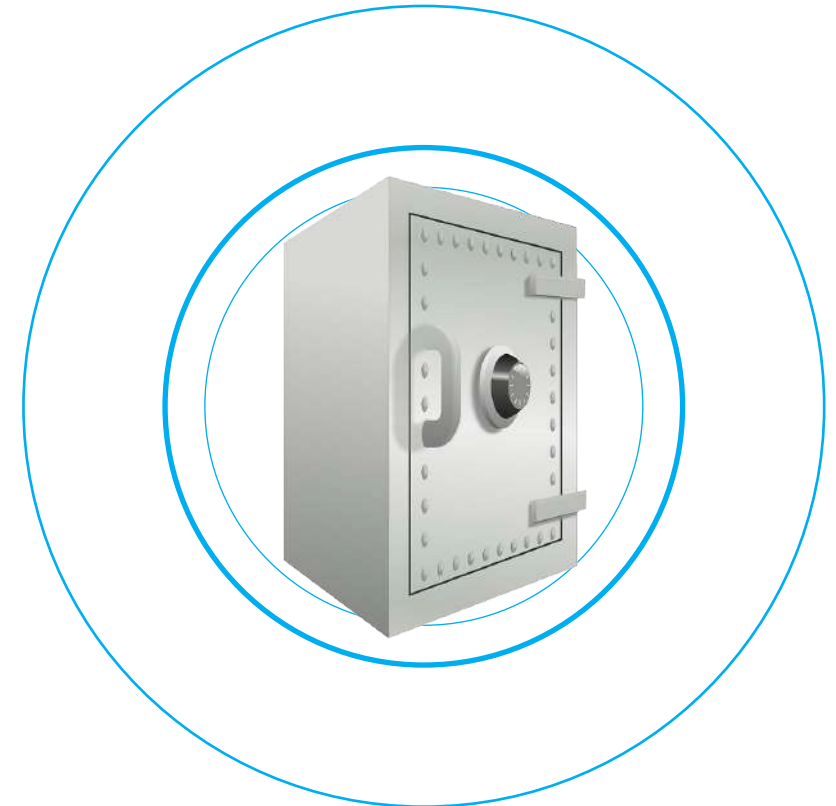
- Interactive map for verifying the geographical registration of the trademark.
- Control of product classes, graphic representations, and titles.

6. Download and Manage Registration Certificates

- Quick access for downloading registration certificates.
- Monitoring of oppositions, transfers, and renewals of titles.

7. Customized Legal Assistance

- Direct contact with the law firm for ongoing support and legal consultations.



How can you protect and monitor your trademarks, patents, and designs simply and securely?

1. Registered Trademarks, Patents, and Designs – Securely store your titles.
2. Contracts and Valuation Reports – Safe and organized management of your documents.
3. Complete Tracking – Full control with Timer Tracking, Trademark Tracking, Info Tracking, and Area Tracking.



Marchiregistrati



Brevettiregistrati



Disegniregistrati



Contrattiregistrati



Perizie di stima



 **Marchio**Tracking



 **Area**Tracking



 **Timer**Tracking



 **Info**Tracking

Centralized Management of Registered Trademarks, Anywhere They Are

This screen provides a complete overview of your registered trademarks, allowing you to quickly view essential details such as the filing date, Nice classes, and registration status. With a simple click on "View Details," you can access in-depth information, ensuring efficient and organized management for both trademarks owned by individuals and those held by the company, at both national and international levels.

Pepe IN GRANI - Italia 0001610708	
	Data di deposito: 05/02/2014 Classi di Nizza: 30, 32, 43 Stato: Registrata
VISUALIZZA I DETTAGLI	
Pepe IN GRANI - UK UK00917865853	
	Data di deposito: 24/02/2018 Classi di Nizza: 30, 43 Stato: REGISTERED
VISUALIZZA I DETTAGLI	
pepe IN GRANI - Europa 017865853	
	Data di deposito: 25/2/2018 Classi di Nizza: 30, 43 Stato: Registrato
VISUALIZZA I DETTAGLI	



Area Tracking





INFORMAZIONI SUL MARCHIO		
Nome:	TANAGRINA	Data presentazione: 7/12/2017
N. Deposito:	017570797	
Base:	EUTM	Data registrazione: 29/3/2018
Tipo:	Figurative	Data scadenza: 7/12/2027
Natura:	Individual	Lingua: it
Classi Nizza:	29	Seconda lingua: en
Dist. acquisto:	No	Stato: Registered

Overview of key trademark information, including filing and registration dates, type, product classes, and current status.

Complete Trademark Tracking: Every Step at Your Fingertips

The Trademark Tracking timeline provides a clear and detailed view of the key stages the trademark goes through, from filing to registration and eventual expiration. Each activity is recorded and displayed chronologically, ensuring nothing escapes your control. This timeline allows you to verify each step, highlighting the current status of the trademark and continuously monitoring its validity, with easy access to key dates such as submission, registration, and expiration.

Complete Geographic Surveillance with Area Tracking

With the Area Tracking feature, you can view on an interactive map the regions where your trademark is registered and actively monitored, both nationally and across Europe. The combination of Timeline Tracking and Timer Tracking allows you to monitor every stage of the trademark's lifecycle, from application submission to registration and renewal. With Info Tracking, you can also quickly access and download registration certificates. This geographic surveillance system ensures continuous protection of your trademark wherever it is present.



The green areas indicate the regions where trademark protection is active, highlighting national and European coverage for immediate visibility.



Immediate Access to the Registration Certificate

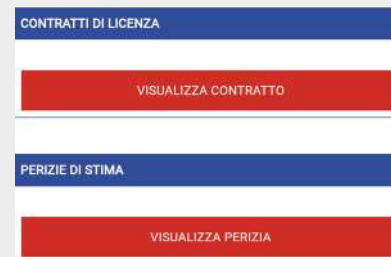
With the Download Certificate feature, you can view and download the official trademark registration certificate directly from the platform. This tool provides quick and secure access to your essential documents, allowing you to keep updated digital copies readily available for consultation at any time.



Button to view and download the official trademark registration certificate, ensuring easy access to the document.

Quick Access to Licensing Contracts and Valuation Reports

This section allows you to view and download licensing contracts and valuation reports related to your intellectual property assets. With a simple click, you can access essential documents for managing and enhancing your trademark, ensuring full control over usage authorizations and the economic evaluation of your intangible assets.



Dedicated buttons to view and download licensing contracts and valuation reports, streamlining the trademark document management process.

INFORMAZIONI SUL RAPPRESENTANTE			
ID:	79412	Paese	IT - Italia
Organizzazione	N/A	Città	san nicola manfredi
Stato Legale	Individual	CAP	82010
Tipo:	Avvocato	Indirizzo:	via palazzo 7
PRODOTTI E SERVIZI			
29	Carne, pesce, pollame e selvaggina; estratti di carne; frutta e ortaggi conservati, congelati, essiccati e cotti; gelatine, marmellate, composte; uova; latte e prodotti lattiero-caseari, oli e grassi commestibili		
OPPOSIZIONI			
Non ci sono opposizioni			
TRASFERIMENTI			
Non ci sono trasferimenti			
RINNOVI			
Non ci sono rinnovi			



A detailed section with information on the legal representative, covered products and services, and the status of oppositions, transfers, and renewals. It also includes the official graphic representation of the trademark.

Complete Control Over Product Classes, Oppositions, and Transfers

The section dedicated to Class Verification allows you to closely monitor the category of products and services associated with the trademark, ensuring precise management of its scope of protection. Additionally, you can check in real time for the presence or absence of oppositions, transfers, and renewals related to the trademark. This feature provides a clear and up-to-date overview of the legal and commercial status, ensuring that every aspect of your trademark is under control.

Protect and Enhance Your Intellectual Property with a Simple Click

Don't leave your intellectual property to chance.

With BrandRegistrato, you have everything you need to manage, protect, and monitor your trademarks, patents, and designs with an innovative and secure approach. Explore all the advanced features and tailored tools for your business.



Visit www.brandregistrato.it
and take your intellectual property to the next level!



Global protection for your ideas



Thanks to our network of international collaborators, we are able to provide legal assistance in over 50 countries for the registration of trademarks, patents, and designs.

Studio Legale Coviello is the ideal partner for companies looking to expand beyond national borders, ensuring secure protection in every market.



International legal assistance in Europe, Asia, the Americas, and Oceania.



Strategic collaborations with foreign law firms to ensure the success of filings in different jurisdictions.



Continuous surveillance and legal defense to protect your rights internationally.

Start protecting your future today

Don't let your ideas go unprotected.
Contact us today for a free consultation and discover how
we can help you safeguard your intellectual property.

Studio Legale Coviello is your trusted partner for trademark, patent, and design registration.

We protect your ideas, today and always.



Recognitions and Awards

- **Excellence in Intellectual Property Award 2023:**
Awarded for commitment and innovation in trademark and patent protection.
- **Top 10 Law Firms in Italy for Intellectual Property:**
Recognized nationally for the quality of legal services offered.
- **International Collaboration Network Award 2022:**
For effective collaboration with foreign law firms in trademark and patent registration globally.



We are here to answer all your questions and provide the legal advice you need to protect your business.
Our team of experts is available to offer tailored consultancy, guiding you step by step in safeguarding your intellectual property.

Contact Us

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