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**M. CRISTINA
BALDINI**

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 Turin

After graduating in Law, she joined the firm in 1989 and became a partner in 2000. She acquired considerable experience in developing strategies for protecting trademarks in Italy and abroad. She provides advice on the subjects of trademarks, designs, copyright and protection against counterfeiting, including on the web.

She frequently speaks in seminars, courses and conferences. For over 10 years she has been collaborating with magazine OICCE Times, regularly publishing articles on trademarks in the oenology sector. She is the author of book “Il vino e i marchi” and co-author of book “Vermouth di Torino: Tutela della tradizione e della qualità”.

She is a member of various associations, including FICPI, INTA and UGIVI. In 2021, World IP Review wrote about her “renowned authority on geographical indications, particularly in the wine segment. She is frequently called upon by brands looking to obtain and enforce certification marks both on and offline”.

TRAINING

Master's Degree in Law (Università di Torino)

SERVICES

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AWARDS AND ACCOLADES

“Intellectual Property Lawyer” by Women in Law Awards (2017) | “Leading individual” by WTR 1000 (2019 / 2020 / 2021 / 2022 / 2023 / 2024 / 2025) | “Key figure” for trademark prosecution by Leaders League (2020) | “WIPR Leader” by World IP Review (2019)

QUALIFICATIONS

European and Italian Trademark Attorney | European and Italian Design Attorney

LANGUAGES

Italian (native language) | English

