



# MARIA CRISTINA BALDINI

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📍 Turin

COPYRIGHT  
DESIGN  
GEOGRAPHICAL  
INDICATIONS  
TRADEMARKS

After graduating in Law, she joined the firm in 1989 and she was a partner from 2000 to 2025. Since 2026, she has been of counsel.

She has 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. She initially contributed through a presentation delivered within the framework of a scientific seminar and subsequently with an article to the publication “I prodotti di qualità: una disciplina in cammino ben oltre i confini” (I Georgofili, 2026), with a contribution entitled “Prodotti trasformati nel Regolamento (UE) 2024/1143. L’importanza di una corretta citazione e uso delle DOP/IG.”

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 “Il grande libro del Vermouth di Torino” and co-author of book “Vermouth di Torino: Tutela della tradizione e della qualità”.

She is a member of various associations, including INTA, UGIVI and OICCE. 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)

## AWARDS AND ACCOLADES

“Intellectual Property Lawyer” by Women in Law Awards (2017) | “Leading individual” by WTR 1000 (2019 / 2020 / 2021 / 2022 / 2023 / 2024 / 2025 / 2026) | “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