

PRAXI Intellectual Property

VISIONARY TALKs 2026 PROGRAM



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Turin – Milan – Genoa – Verona – Savona – Trento – Bolzano
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FROM CREATIVITY TO RECOGNITION: PROTECTING VALUE IN FASHION



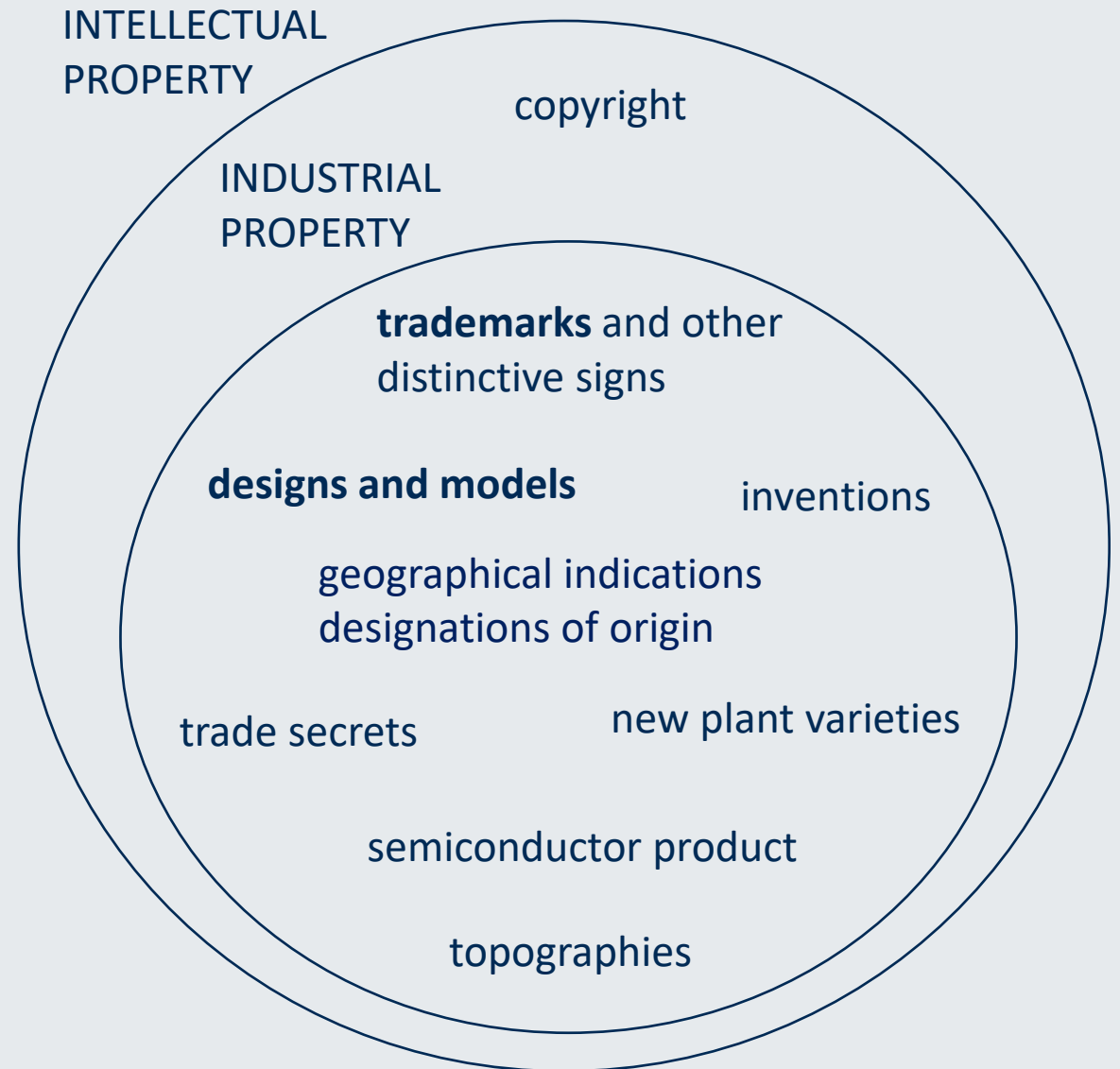
Innovation and Intellectual Property: how to
protect your business through Design and
Trademarks



A QUICK INSIGHT: INTELLECTUAL PROPERTY AND INDUSTRIAL PROPERTY

Fashion is creativity.

Intellectual Property protects creativity.



INTELLECTUAL PROPERTY IN FASHION

TRADEMARK VS BRAND

A **trademark** is a distinctive sign whose specific purpose is to identify and distinguish the goods and/or services of one undertaking from those of another.

A trademark may consist of words, designs, letters, numerals, sounds, the shape of a product or its packaging, colors, or any combination of these elements.

A **brand** encompasses broader elements, including marketing, corporate identity, company history, and reputation.

While the terms brand and trademark are often used interchangeably in everyday language, they have different meanings from a legal perspective.

DESIGN

A **design** protects the appearance of a product or part of a product, provided that it is new and possesses individual character.



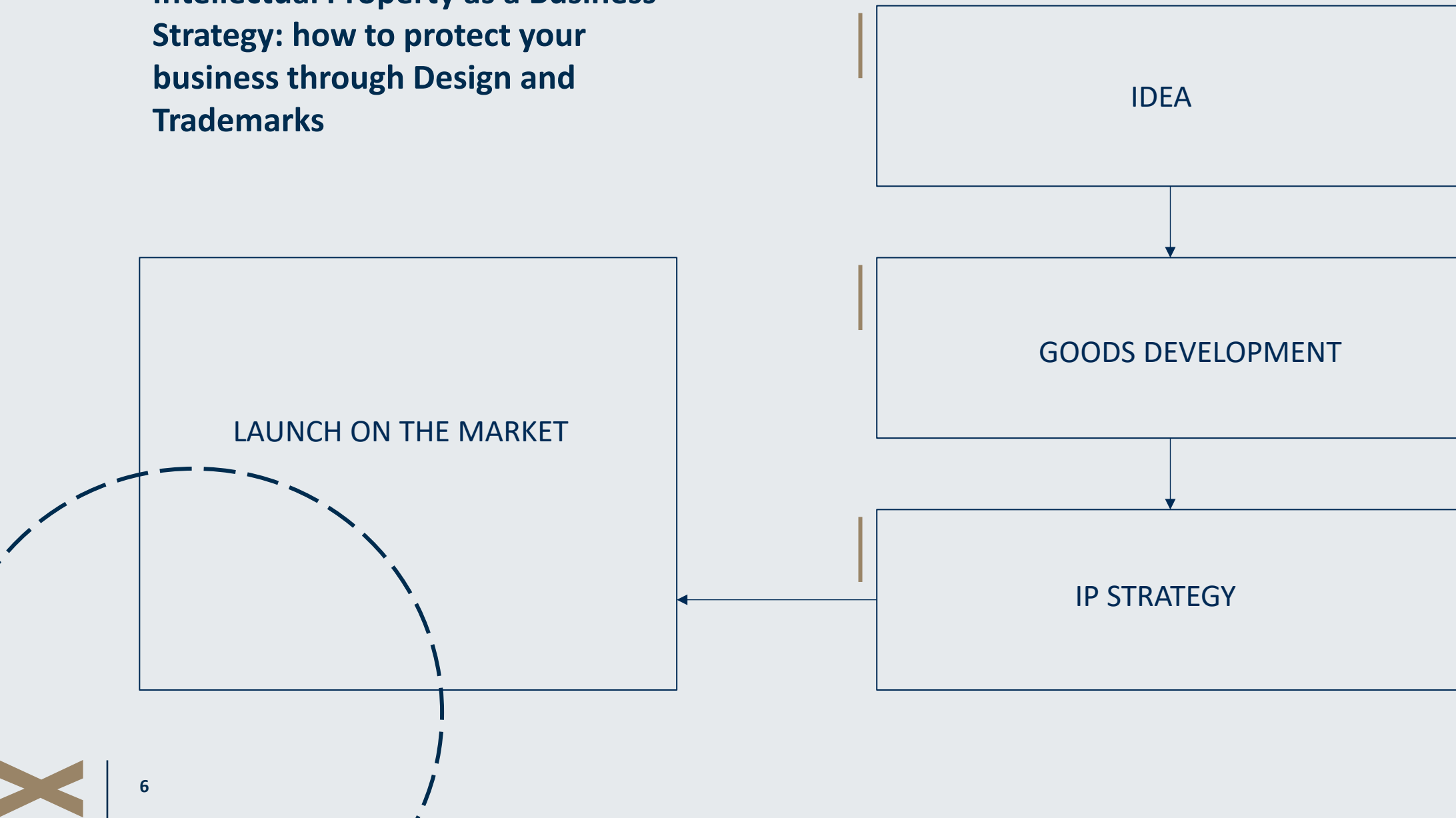
What IP represents for SMES and self-employed workers

- the **only legal framework** specifically ruled to protect creativity
- the **most valuable asset** for small and emerging companies after their **creativity**
- **legitimate rights** that may be asserted against third parties arising from **copying, imitation, counterfeiting, or unfair competition**
- an **investment** in the future of your business (i.e. acquisitions)
- increases **market value** and can generate **revenue** through licensing, collaborations, franchising, and many other commercial agreements

Creativity creates value. Intellectual property protects that value and transforms it into a long-term business opportunity.



Intellectual Property as a Business Strategy: how to protect your business through Design and Trademarks



SETTING PRIORITIES

When developing an intellectual property strategy, businesses should carefully assess the following priorities:

- Available resources and budget, both in the short and long term.
- Territories and jurisdictions where intellectual property protection is required.
- Projected sales and revenue forecasts.
- Potential risks and costs arising from inadequate protection of intellectual property assets, including counterfeiting and competitors' ability to legally copy or imitate products, services, or innovations.
- Expected return on investment (ROI), including the value of intellectual property assets and opportunities for licensing, franchising, or other forms of commercialization.



PRACTICAL CONSIDERATIONS FOR REGISTERING A TRADEMARK OR A DESIGN

- Conduct clearance searches to identify potential prior rights, if possible.
- Clearly define the goods and services that require protection.
- Implement monitoring systems to detect infringements, when possible.
- Use registered trademarks consistently in commerce, as non-use may expose them to cancellation.



CONCLUSION

The most successful fashion businesses understand that creativity alone is not enough. Creativity have to be transformed into a legally protected and commercially valuable asset.



CONTACTS

The TURIN CHAMBER OF COMMERCE offers a free, online and confidential service providing initial professional advice on the protection of industrial property, delivered by experts in the relevant field prior to filing.

This is the Industrial Property Protection Helpdesk (<https://www.to.camcom.it/sportello-tutela-proprieta-industriale>), a service providing in-depth guidance prior to filing, designed to help you choose the right strategy for protecting an invention and a brand.



Thank you for your attention!





PRAXI Group

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PRAXI Intellectual Property

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