

Trevisan & Cuonzo

Avv. Julia Holden

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Practice Areas

- Intellectual Property
- Trademark & Design
- Copyright
- Advertising Law

Professional Activities

Julia is a senior partner and jointly qualified as an English solicitor and Italian attorney. She has been practising with Trevisan & Cuonzo since its establishment in 1993. Julia has worked with Anglo American companies and multinational corporations for many years providing advice on all aspects of intellectual property and in particular trademark protection and enforcement including litigation, anti-counterfeiting, unfair competition and customs monitoring in diverse industries. Julia has worked with a broad range of clients. More recently, she has advised Urban Outfitters, APEDA (Agricultural and Processed Food Products Export Development Authority) for the protection of Basmati Rice, Pompador, Jaguar Land Rover, Beiersdorf AG and Redstone.

Julia's **professional experience** includes:

- Advising a UK government agency on antitrust liability relating to database rights and copyright enforcement
- Advising and representing one of the world leading luxury hotel chains in a multifaceted trademark dispute
- Advising a multinational manufacturer of bodycare products
- Advising heavyweight motorcycles, parts and accessories
- Advising a leading mobile operator in respect of trademark issues
- Advising a world leader in the drinks industry on trademark protection

Affiliations & Publications

- Principal Editor of the Trademark Cancellations: International Practice and Procedure, online INTA publication
- Active Member of MARQUES International Asset Management Committee (IAM)
- Co-Chair of Best Practices Subcommittee of the INTA Leadership Development Committee, 2019 (LDC)
- Member of IBA, CITMA, and UK, Anti-Counterfeiting Group
- Member of "Intellectual Property Magazine's" Advisory Panel

- Contributor to INTA's Country Guides Third Edition, 2002 and INTA's 'The Community Trademark; Regulations, Practice and Procedure', First Edition, 2003
- Co-director of the University of San Francisco School of Law IP European Summer Intensive Program in conjunction with Il Sole 24 Ore IP Master Program, Rome 2014, Charles University, Prague, June 2015 to June 2018 and in conjunction with the State University of Milan, June 2019, June 2020
- Organizer of many of the firm's national and international conferences and speaker meetings

Education & More

Admission	England - Solicitor (1990)
	Italy - Avvocato (2009)
Education	College of Law (1987)
	University of Sussex (B.A. Law and German 1986)
	University of Constance (1985)
Languages	English, Italian, German

Awards & Recognitions

- *Holden is "an invaluable asset to anyone looking to protect their rights in Italy. She is bright, creative and dynamic, as well as an excellent communicator who is brilliant at translating legal complexities into concise, commercial advice"*, WTR 1000, 2021
- *"Julia Holden receives recognition internationally as an expert in trademark protection, enforcement and development for major brands names"*, Who's Who Legal - Trademarks, 2019
- Julia Holden, named as one of Italy's leading business lawyers, Who's Who Legal: Italy 2018
- *"superb - handles cases excellently and has shaped the international and commercially focused culture of the firm"*, The World's Leading Trademark Professionals, 2018, World Trademark Review
- The Legal 500, 2017, Julia Holden is noted as being *"a pioneer in the IP field"*
- *"English solicitor and Italian attorney Holden is the touchpoint for many international clients; her broad practice spans the trademark spectrum"*, The World's Leading Trademark Professionals 2017
- Awarded Silver Band for Enforcement and Litigation, WTR 1000, 2016
- *"Highly capable and outstanding, dual qualified in the United Kingdom and Italy"*, WTR 1000, The World's Leading Trademark Professionals, 2015
- *"Julia marked 20 years with the firm in 2013. She garners worldwide respect"*, WTR 1000, 2014
- *"The breadth of knowledge of UK lawyer Julia Holden is vital in servicing foreign clients that register in Italy"*, WTR 1000, 2013
- Legal Expert, Julia Holden is ranked as best lawyer for IP, IT and Telecoms, 2012
- European Legal Experts, Julia Holden ranked as specialist for IP, IT and Telecoms (Italy), 2009 and 2010
- The Legal 500, Julia Holden is recognised as *"invaluable in any cross-border IP case"*, 2008
- The Legal 500 Europe, Julia Holden is noted for *"understanding big business needs and a good knowledge of anti-counterfeiting tactics"*, 2007