



## Dr. Lorenza Ferrari Hofer

Partner

### Schellenberg Wittmer Ltd

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### Recognitions

- LMG Expert Guides: Women in Business Law (Life Sciences), LMG Life Sciences Award 2021
- Chambers & Partners Europe: Intellectual Property, Life Sciences, Patent Litigation
- Legal 500: Intellectual Property, Data Privacy and Data Protection, Life Sciences and Healthcare
- IAM Patent 1000
- Top IP 250 Women
- Best Lawyers: Intellectual Property
- IP Stars: Trademarks and patents, copyrights
- WIPR Leaders: Engineering, Media, Patent, Pharmaceutical, Technology, Trademarks
- World Trademark Review 1000
- Who's Who Legal: Global Leader in Patent Litigation, Trademarks, Product Liability, Life Sciences (Though Leader), Healthcare, Information Technology, Data Privacy & Protection; National Leader, Data, Life Sciences

### Languages

German, English, French, Italian

### Selected Publications

- Licensing
- Art. 2 UWG
- Life Sciences 2020 - Switzerland: Law and Practice
- Handkommentar UWG
- Die Anknüpfung von internationalen Lizenzverträgen

Lorenza Ferrari Hofer is a Partner in our Intellectual Property and Life Sciences Groups. She specializes in intellectual property, unfair competition, data law and contract law. She has profound knowledge in respect of the development, licensing and distribution of technology products, among others therapeutic and food products. Also, she has broad experience in media, advertising, marketing and sponsoring matters. Her life sciences practice also includes regulatory matters and product liability defense. Lorenza Ferrari Hofer advises her clients on intellectual property related deals and transactions and represents them in legal proceedings in front of Swiss courts, arbitral tribunals and administrative authorities.

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### Expertise

- Intellectual Property
- Information and Communication Technology
- Corporate and Commercial
- Dispute Resolution
- Life Sciences
- Data

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### Experience

- Legal counsel to Locarno Film Festival
  - Advised leading car manufacturer in the launch of e-cars and related support services in Switzerland
  - Assisted global manufacturer of medical devices in unfair advertising proceedings
  - Advised leading manufacturer of respiratory devices in respect of long-term distribution relationships
  - Represents pharmaceutical global leader in several patent litigations (among others SPC infringements)
  - Assisting medical device leader in the set-up of EMEA distribution chain after EU-CH MRA expiry
  - Assisted medical device global leader in the review of its pricing system for surgery robots and related legal and regulatory issues
  - Represented major manufacturers of metal-on-metal hip prostheses in product liability proceedings
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## **Career**

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|------|--|
| 2020 | Partner at Schellenberg Wittmer  |
| 2008 | Partner in a Zurich law firm   |
| 2005 | Foreign Associate in an international law firm in London                   |
| 2002 | Associate in a Zurich law firm   |
| 1997 | Legal counsel in a Swiss watch and micromechanics manufacturer             |
| 1994 | Legal collaborator at the Swiss Federal Institute of Intellectual Property |

## **Education**

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|------|------------------------------------|
| 2005 | Bar Admission in England and Wales |
| 1995 | Bar Admission in Switzerland       |
| 1993 | Dr. iur., University of Basel      |

## **Additional Professional Activities**

- Lecturer at SUPSI (Scuola universitaria professionale della Svizzera Italiana, Lugano)
- Examiner at the Swiss patent attorney courses
- Committee of AIPPI Switzerland
- Second vice-president AIPPI International
- Member of INTA Editing Committee
- Organizing Committee member of IBA Life Sciences Conference
- Member of GRUR Ausschuss Recht der Daten