WIPO LIST OF NEUTRALS

BIOGRAPHICAL DATA

Dr. Luca BARBERO
STUDIO BARBERO LUCA
Turin
ITALY



Nationality: Italian

EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS

Master in International Business, University of California at Los Angeles (UCLA), 1992;
LL.D., University of Turin, 1990;
European Trademark Attorney; admitted to practice before EUIPO, European Union Intellectual Property Office;
Italian Trademark Attorney.

LANGUAGES

Italian, English, Spanish and working comprehension of French and German.

PRESENT POSITION

Founding Partner and Chief Executive Officer, Studio Barbero SpA (Turin);
Director, Barbero & Associates Ltd (London).
Chief Executive Officer, Consul Srl (Turin);
Sole Proprietor of Studio Barbero Luca (Turin).

March 14, 2023

PROFESSIONAL EXPERIENCE BEFORE PRESENT POSITION

Partner, Jacobacci & Perani SpA;
International Training Centre of ILO, Turin;
University Institute of European Studies, Turin;
Doland & Gould, Attorneys at Law, Los Angeles.

MEMBERSHIP IN PROFESSIONAL BODIES

WIPO Domain Name Panelist since 2000 and WIPO Mediator and Arbitrator since 2004 (also included by the WIPO Arbitration and Mediation Center in the WIPO roster of panelists available for appointment under the Legal Rights Objection procedure);
Panelist of the Italian Registry for the ccTLD ".it";
Panelist at the Chamber of National and International Arbitration of Milan (established by the Chamber of Commerce of Milan);
Panelist at Global Intermediation Pllc based Washington D.C.;
Member of INTA (International Trademark Association) serving in the Internet Committee;
Member of MARQUES (The Association of European Trade Mark Owners) and serving in the Cyberspace Team;
Member of the ECTA (European Communities Trademark Association) serving in the Internet Committee and in the WIPO Link Committee;
Member of IPC (Intellectual Property Constituency of ICANN);
Member of BRG (Brand Registry Group of ICANN);
Member of LES (Licensing Executives Society) Italy.
Member, "*Ordine dei Consulenti in Proprietà Industriale*" (the professional body of the Italian Intellectual Property Consultants) n. 869;
Founder and member Lawyers' Society of ELSA (ELS); former member of the ELS International Executive Committee in charge of Marketing. Founding Member of ELSA Alumni in 2019 and permanent member of the Advisory Board;
Member Rotary International since 1997.

AREAS OF SPECIALIZATION

Intellectual Property – domain names arbitration and litigation – computer law – trademarks – licensing; International Trade Law – Business transactions.

EXPERIENCE IN INTELLECTUAL PROPERTY

Seven years as a Trademark Attorney at a leading Italian Intellectual Property firm;
As of March 2000, established in Torino the Studio Barbero SpA, IP firm specializing in Domain Names and Internet Consulting, *e.g.* reclaim of abusive domain name registrations, protection of trademarks and copyright online (anti – counterfeit solutions), individual and corporate identity theft on social media, abuse of intellectual property rights on mobile applications and marketplaces, IPRs issues on Videogames, Metaverse and Non Fungible Tokens, advising on New gTLDs and decentralized (blockchain) domains, watching and monitoring services.

In September 2000, founded in London the Barbero & Associates Ltd, an ICANN accredited Registrar specialized in Corporate Domain Names registration and management worldwide;

Handled several aspects of national and international Industrial Property related work, including: trademark availability searches; filing and prosecuting trademark applications; drafting commercial contracts; copyright issues; negotiating licensing, assignment and coexistence agreements.

EXPERIENCE WITH RESPECT TO DOMAIN NAMES

Specialized in Domain Names issues and the protection of Intellectual Property on the Internet; negotiated and dealt with over twentyfive thousand of domain name infringing cases and assisted clients in litigation and arbitration in Italy and in other jurisdictions for Internet related matters since 1994. Drafted and successfully filed hundreds of Complaints pursuant to the Uniform Dispute Resolution Policy and other arbitration procedures.

As of 2000 Director of Barbero & Associates Ltd, an ICANN accredited Registrar based in London specialized in the registration, management of thousands of Corporate domain names; advising Multinational corporations and International law firms on domain names registration strategy.

Professor at the ITC – 7th Edition of the Master of Laws in IP – Turin editions 2008 – 2009.

Professor at the "*Master Universitario in Diritto della Rete*" (Internet Law Master) at the editions 2009 – 2003, organized by the University of Padova;

Professor at the "Master of Laws (LL.M.) in Intellectual Property" organized by the WIPO Worldwide Academy and the Faculty of Law of the University of Turin at the editions 2001 – 2020;

Professor and Member of the Support Committee of the "International Trade Law Post – Graduate Course" at the editions 2015 – 1991 organized by the University Institute of European Studies under the auspices of the University of Turin (Italy), the University of Fribourg (Switzerland), the Universidad Autónoma de Madrid (Spain), the UNCITRAL (United Nations Commission on the International Trade Law) and the UNIDROIT (International Institute for the Unification of Private Law);

Lecturer at the Seminars "WIPO roving seminar on WIPO services" on 2015 – 2019.

Lecturer at the Conference on "La tutela della proprietà intellettuale su Internet: le principali violazioni dei marchi online e le strategie di difesa a disposizione delle imprese" organized by Camera di Commercio di Sao Paolo – Brasil, Novembre 26, 2013.

Lecturer at "WIPO Advanced Workshop on Domain Name Dispute Resolution: Overview of Precedent and Practice" (WIPO), 2011 – 2018 Geneva.

Lecturer for the Registry of the ccTLDs .it on Arbitration related matters in courses held in Italy as of 2001 to 2016.

Attended *inter alia* the following conferences on Trademarks and Internet – related matters:
- MARQUES 36th Annual Conference 20 – 23 September 2022, Madrid (also as a speaker on "Enforcement Challenges in the Metaverse");
- ECTA 40th Annual Conference 'Designing the Future' 15 – 18 June 2022, Copenhagen;
- INTA 2022 Annual Meeting, 30 April – May 04 2022, Washington USA;
- MARQUES Spring Team Meeting, 10 – 11 March 2022, Barcelona/Spain;
- ICANN73 Virtual Community Forum, 7 – 10 March 2022 (Virtual);
- INTA 2021 Annual Meeting, 15 – 19 November 2021 Rome/Italy;
- ELSA 40 Years ,Rule of Law, 12 – 14 November 2021, Vienna/Austria;
- ICANN 77, Virtual Annual General Meeting, 25 – 28 Oct 2021(Virtual);
- ECTA 39TH Annual Conference, 21 – 22 October 2021, Vienna/Austria;

– MARQUES 35th Annual Conference, 13 – 17 September 2021, The Hague/Netherlands;
– ECTA 3rd Annual General Meeting, 25 June 2021 (Virtual);
– ICANN DNS Symposium, 25 – 27 May 2021(Virtual);
– ICANN70, Virtual Community Forum, 22 – 25 March 2021 (Virtual);
– MARQUES Spring Team Meeting, 11 – 12 March 2021 (Virtual);
– INTA 2020 Virtual Annual Meeting & Leadership Meeting, 9 – 20 November 2020 (Virtual);
– ECTA Council & Committee Meetings, 19 – 23 October 2020 (Virtual);
– ICANN69 Virtual Public Meeting, 17 – 22 October 2020 (Virtual);
– ECTA Virtual Annual General Meeting, 16 – 18 June 2020 (Virtual);
– ICANN67, 7 – 12 March 2020, Cancùn/Mexico;
– ELSA Alumni Advisory Board Meeting, 29 November – 2 December 2019, Brussles;
– INTA Leadership Meeting 19 – 23 November 2019, Austin/Texas;
– ICANN 66 (21st Annual General Meeting), 2 – 08 November 2019, Montréal;
– WIPO 20yrs UDRP Conference, 20 – 21 October 2019, Geneva;
– ECTA 77th Council Meeting 15 – 19 October, Larnaca/Cyprus;
– WIPO Assemblies Event, 1 – 2 October 2019, Geneva;
– ECTA Conference 25 – 30 June 2019, Edinburgh/UK;
– INTA Annual Meeting, 17 – 23 May 2019, Boston;
– ICANN 64, 9 – 15 March 2019, Kobe;
– INTA Europe Conference, 17 – 20 February 2019, Paris;
– INTA Leadership Meeting, 5 – 11 November 2018, New Orleans;
– ICANN 63, 20 – 26 October 2018, Barcellona;
– ECTA Committee Meeting, 18 – 19 October 2018, Geneva;
– WIPO Panelist Meeting e WIPO Advanced Workshop, 7 – 11 October 2016, Geneva;
– MARQUES Annual Conference, 17 – 21 September 2018, Paris;
– ICANN 62, 25 – 28 June, 2018 – Panama;
– ECTA, 37th Annual Conference, 13 – 16 June 2018, Athens;
– INTA Annual Meeting in Seattle, WA, 19 – 23 May 2018;
– GDD Industry Summit, Vancouver, 14 – 17 May 2018;
– ICANN 61, 10/15 March 2018, San Juan, Puerto Rico;
– MARQUES Spring Meeting 2018, 8 – 9 March 2018 , Malaga, Spain;
– INTA 2018 Designs Conference: The Power of Design Confirmation on February 26 – February 27, 2018 – London;
– ICANN 60 Annual General Meeting in Abu Dhabi, United Arab Emirates, from 28 October to 3 November 2017;
– INTA's Leadership Meeting 2017, Washington, DC , 7 – 10 November 2017;
– 2nd Brands and Domains Conference, The Hague (The Netherlands), 1st to 3rd of October 2017;
– 31st MARQUES Annual Conference, 19th – 22nd September 2017, Prague;
– CAC Panelists meeting 2017 in Prague, September 2017;
– ECTA, 36th Annual Conference, 28 June – 1 July 2017, Budapest;
– Corso Aspetti legali e giuridici del Registro .it, Palermo, 23 giugno 2017;
– ICANN GDD Industry Summit, Madrid, Spain, 8 – 11 May 2017;
– Domaining Europe 2017, Berlin, 14 – 16 May 2017;
– INTA's 2017 Brands and Fashion Conference in New York, NY on March 22 – 23;
– ICANN 58, Copenhagen, 11 – 16 March 2017;
– MARQUES Spring Meeting March 2017, Geneva, 2 – 3 March 2017;
– Camera di Commercio di Torino, Seminario L'Importanza della sicurezza nell'e, Commerce – 28 novembre 2016;
– ICANN 57, Hyderabad, India, 3 – 9 November 2016;
– INTA's Leadership Meeting 2016, Hollywood, Florida, 15 – 18 November 2016;
– ECTA, Autumn Council and Committee meetings in Bordeaux, France, 20 – 22 October 2016;
– INDICAM Forum 2016, Ottobre, 11 2016, Milano;
– MARQUES ANNUAL CONFERENCE 20th – 23rd SEPTEMBER 2016, ALICANTE, SPAIN;
– INTA's 139th Annual Meeting, May 20 – 24, 2017, Barcelona, Spain;

– ICANN 56, Helsinki, Finland – 27 – 30 June 2016;
– ECTA, 35th Annual Conference, 22 – 25 June 2016, Dubrovnik;
– 9th European Dialogue on Internet Governance (EuroDIG), Brussels on 9th – 10th June 2016;
– INTA's 138th Annual Meeting, May 21 – 25, 2016, Orlando, Florida;
– ICANN 55, Marrakech, 5 – 10 March 2016;
– MARQUES Spring Meeting, Frankfurt, 3 – 4 March 2016;
– DNS, EC Workshop, 27 – 28 January, 2016, Cairo;
– INTA Leadership Meeting 2015, Panama City, Panama City – 17 – 20 November 2015;
– WIPO Panelists Meeting (November 2, 2015) and WIPO Advanced Workshop on Domain Name Dispute Resolution, November 3 – 4, 2015 ;
– ICANN 54, Dublin, 18 – 22 October 2015
– Trademark Administrators and Practitioners (TMAP) Meeting in Alicante, Spain, 13 – 15 October, 2015;
– MIP Luxury Brand & Retail Forum, 23 September 2015, London;
– MARQUES 29th Annual Conference, Wien, 15 – 18 September 2015;
– ICANN 53, Buenos Aires, 21 – 25 June 2015;
– ECTA 34th Annual Conference, 10 – 13 June 2015, Hamburg;
– INTA's 137th Annual Meeting, 2 – 6 May, 2015, San Diego;
– MARQUES Spring Team Meeting 2015, Alicante, 5 – 6 March 2015;
– ICANN 52, Singapore, 8 – 12 February 2015;
– WIPO Panelists Meeting (Dec 3, 2014) and WIPO Advanced Workshop on Domain Name Dispute Resolution, Dec 4 – 5, 2014;
– INTA Leadership Meeting 2014 , Phoenix, 11 – 15 November 2014;
– ECTA, Autumn Council and Committee Meetings in Tallinn, Estonia, 23 – 25 October 2014;
– ICANN 51, Los Angeles, 12 – 16 October 2014;
– MARQUES 28th Annual Conference, Copenhagen, 23 – 26 September 2014;
– ICANN 50, London, 22 – 26 June 2014;
– ECTA 33rd Annual Conference, 18 – 21 June 2014, Alicante;
– INTA's 136th Annual Meeting, 10 – 14 May, 2014, Hong Kong;
– ICANN 49, Singapore, 23 – 27 March 2014;
– MARQUES Spring Team Meeting 2014, Amsterdam, 5 – 6 March 2014;
– INTA Leadership Meeting, Miami Beach, November, 12 – 17 2013;
– ICANN 48, Buenos Aires, Argentina , 17 – 21 November 2013;
– ECTA Malta Council Meeting, 17 – 19 October 2013;
– 27th MARQUES Annual Conference, Monte Carlo, Monaco, 17th – 20th September 2013;
– 13th Meeting of the ICANN, Studienkreis, Pisa, 12 – 13 September 2013;
– ICANN 47, Durban, South Africa, 14 – 18 July 2013;
– ECTA 32nd Annual Conference, 19 – 22 June 2013, Bucharest;
– INTA's 135th Annual Meeting, May 4 – 8, 2013, Dallas, Texas, USA;
– ICANN 46, Beijing, 7 – 12 April 2013;
– MARQUES Spring Meeting, 7 – 8 March 2013, Barcelona;
– 9th CENTR Marketing workshop, Florence, 29 – 30 November 2012;
– 10th International Mediation Interest Group, Geneva, Sept. 3rd 2012;
– INTA's Leadership Meeting 2012, Orlando, November 6 – 10 2012;
– ICANN 45, Toronto, 14 – 19 October 2012;
– 26th MARQUES Annual Conference, Athens, 18th – 21st September 2012;
– ICANN 44 , Prague, 24 – 29 June 2012;
– ECTA 31st Annual Conference, 20 – 22 June 2012, Palermo;
– LES Pan, European Conference, Rome, June 10th – 12th, 2012;
– INTA's 134th Annual Meeting, May 5 – 9, 2012 – Washington, D.C., USA;
– ICANN 43, San Josè, Costarica, 11 – 16 March 2012;
– INTA European Conference on Trademarks and the Internet, 9 December 2011, Dublin;
– INTA's Leadership Meeting in Miami Beach, November 8 – 12 2011;
– ECTA Council and Committee Meetings, 6/8 October 2011, Seville, Spain;
– 25th MARQUES Annual Conference, 13 – 16 September 2011, Baveno, Italy;
– ICANN's 41st International Public Meeting in Singapore, June 19 – 24, 2011;
– ECTA European Communities Trade Mark Association, Stockholm, June 8 – 11, 2011;
– INTA’s 133rd Annual Meeting, San Francisco, May 14 – 18 2011;
– ADR and UDRP Panelists Meeting, Prague – 8 April 2011;
– ELSA 30th Anniversary, 31 March to 3 April 2011, Poznan;

– MARQUES, Nice, February 18 – 19, 2010;
– INTA, Boston, May 22 – 26, 2010;
– ECTA European Communities Trade Mark Association, Barcelona, June 15 – 19, 2010;
– MARQUES Winter Meeting 2010, February 18 – 19, 2010;
– INTA ROUNDTABLE IN ITALY, Milano, November 16, 2009,
– WIPO Advanced workshop on Domain Name Dispute Resolution, Geneva, October 13 – 14, 2009;
– WIPO 10 Years UDRP Conference, October 12, 2009;
– INDICAM, Assemblea Annuale, Milano, September 22, 2009;
– IMIG 2009, Geneva September 7, 2009;
– ADR.EU Panellist Meeting in Prague, April 17, 2009;
– INTA, Seattle, 2009;
– MARQUES, Brighton, 2009;
– ICANN, New gTLD Implementation Consultation Session, London 2009;
– IMIG, Geneva, 2008;
– ICANN, Paris, 2008;
– INDICAM, Milan, 2008;
– WIPO Advanced Workshop on Domain Name Dispute Resolution, Geneva, October 23 – 24, 2008;
– INTA, Berlin, May 2008;
– MARQUES, The Association of European Trade Mark Owners, Porto, September 2007;
– ECTA European Communities Trade Mark Association, Deauville, June 2007;
– INTA, Chicago, May 2007;
– INTA, IP Rights Enforcement: Protecting Product Configuration in Europe and Beyond Forum, Rome, December 2006;
– MARQUES, The Association of European Trade Mark Owners, Malta, September 2006;
– INTA, Toronto, May 2006;
– "WIPO Domain Names Panelist Meeting", Geneva, October, 2001, 2002, 2003, 2004 (also as a lecturer), 2005, 2006, 2007;
– ECTA European Communities Trade Mark Association, London, June 2005;
– INTA, San Diego, May 2005;
– International Conference on Dispute Resolution in International Science and Technology Collaboration, Geneva, April 2005;
– INTA, Atlanta, May 2004;
– MARQUES, The Association of European Trade Mark Owners, Rome, September 2004;
– INTA, Amsterdam, May 2003;
– Second International Conference on Electronic Commerce and Intellectual Property, Geneva, September 2001;
– "ICANN and trademark protection in the New gTLDs", INTA, San Francisco, May 2001;
– "WIPO Conference on Intellectual Property questions related to the ccTLDs, Geneva, February 2001;
– WIPO International Conference on Dispute Resolution in Electronic Commerce", Geneva, November 2000;
– "Advanced Internet Enforcement Issues", INTA, Denver, May 2000;
– "Domain Name System", National Council of Research, Rome, November 1999;
– International Conference on Electronic Commerce and Intellectual Property, Geneva, September 1999;
– "Intellectual Property on the Internet & Electronic Commerce", Brussels, September 1998;
– "Advanced Intellectual Property on the Internet", MARQUES – Brussels, October 1997;
– "*Internet: Profili Giuridici* (Internet Law Aspects)", Università degli Studi di Pavia, October 1996.

MAJOR PUBLICATIONS

AA. VV., "Trademark Law & the Internet – International Developments in Italy" pp. 535 – 548, *INTA*, 2001;
AA. VV., "Il marchio industriale nell'era digitale" in "Nuove Tecnologie e Diritto", *Facoltà di Giurisprudenza di Torino e Società Italiana per l'Organizzazione Internazionale,* 2001;
AA. VV., "Trademarks in Cyberspace: the domain name challenge in the Italian Experience" in New Trends in International Trade Law, *Giappichelli*, 2000;

AA. VV. “Internet e Servizi Telematici: riflessi sulla tutela della Proprietà Intellettuale (Internet and Telecommunications: Intellectual Property Protection)” 1997.

EXPERIENCE IN COURT LITIGATION

Acted as counsel for a party in numerous court cases involving intellectual property rights in Italy and other jurisdictions.

PROFESSIONAL TRAINING AND EXPERIENCE IN MEDIATION

“10th International Mediation Interest Group – Geneva, Sept. 3rd 2012”
“Advanced WIPO Workshop for Mediators in Intellectual Property Disputes”, World Intellectual Property Organization (WIPO), Geneva, June 2007;
“Mediation Interest Group Meeting” Geneva, September 2004, 2006, 2007.
“WIPO Workshop for Mediators in Intellectual Property Disputes”, World Intellectual Property Organization (WIPO), Geneva, June 2004;
Acted as counsel in domestic and international mediation involving intellectual property rights and business transactions;
Used acquired mediation skills and techniques on numerous instances during settlement negotiations of domain names, trademarks and other Internet – related matters;
Acted as Mediator in an international mediation procedure according to the WIPO rules for a four million euro trademark dispute, successfully settled after a two – day session.

PROFESSIONAL TRAINING AND EXPERIENCE IN ARBITRATION

“Preventing and managing International Commercial Disputes”, Rome, September 2007;
“The Evolution of International Arbitration in the US and the EU: Jurisprudence and Professional Practice”, Venice, September 2005;
As WIPO Domain Names Panelist decided over 460 cases;
Appointed President of the Arbitration Panel for one ad hoc arbitration involving trademark and domain name, Milano, August 2001.