

Marco Berliri

Partner

Rome

Biography

Marco Berliri is one of the most well-known lawyers in Italy in the areas of commercial law and Information Technology. He has worked in this field for almost 20 years and is one of the pioneers in the legal arena on new technologies and e-commerce in Italy. He advises many of the most important international players of the new economy with passion and dedication and is well known for his commercial and business oriented approach. Marco is a partner in our Rome office and is the head of the Technology, Media and Communications and Commercial Group in Italy.

Marco has significant knowledge in information technology, including e-commerce, outsourcing, ISP's liability and data protection. He also has great experience in the commercial law field, including outsourcing, distribution, sponsorship, and general trading arrangements. Marco has worked both in Italy and in the United States, where he also received an LL.M. in International Legal Studies from Georgetown University in Washington DC.

He received a number of awards and acknowledgements from the industry publications and is consistently ranked in the first tier by all legal directories. In particular, since 2010 he is ranked in Band 1 by Legal 500 EMEA and Chambers and Partners, is listed as Star Individual in Chambers Europe



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Languages

English
Italian
Spanish

Practices

Commercial
Complex Contracting
Consumer Law
Corporate
Gaming Law
IT Law
Marketing and Advertising
Mergers and Acquisitions

2015, 2016, 2017, 2018 and 2019 and he is listed as Leading Individual in Legal 500 2019. Marco has been awarded with the "ILO Client Choice Award" for Information Technology in Italy every year from 2011 to 2018, and as "TMT lawyer of the year" by Top Legal in 2012 and 2018 and Legalcommunity in 2015. Marco was also listed as one of the 50 most influential lawyers in Italy in 2014 and 2015 by the legal magazine Legalcommunity. The team led by Marco has been awarded as "Best Law Firm of the Year" in IP&TMT at the Legalcommunity IP&TMT Awards 2017 and 2019 and "Best team of the year" in New Media at the Top Legal Industry Awards 2016.

Representative experience

Assistance to eBay group on e-commerce, privacy, consumer protection issues.

Assistance to social media and video sharing platforms in relation to ISP's liability and data protection.

Assistance to a number of e-commerce platform in relation to consumers' protection, unfair commercial practices, and doing business online in Italy.

Assistance to multinational companies in the structuring and review of their trading and distribution arrangements in Italy.

Assistance to sharing economy players including Airbnb, Waze and Blabacar on a variety of legal issues posed by the new approach.

Assistance to a number of luxury companies on the compliance with Italian law regulation requirements for the distribution of their products.

Awards and rankings

- Marco Berliri and his team are ranked in Band 1, *Chambers and Partners, Legal500 EMEA and Top Legal*

Privacy and Cybersecurity

Technology Litigation

Industries

Automotive and Mobility

Consumer

TMT

Areas of focus

AdTech

Agency and Distribution

Broadband, Internet, and E-commerce

Consumer Protection and Privacy

Content Licensing, Distribution, and Carriage

Corporate and Commercial Transactions

Data Protection

Digital Health

E-discovery and Information Management

False Advertising and Unfair Competition

Health Privacy and Cybersecurity

IP Licensing, Commercialization, and Technology Transfer

IT Outsourcing

Media and Entertainment Litigation

Networks and Platforms

Outsourcing

Personality Rights

- Best Italian IT Lawyer, *ILO Client Choice*, 2011-2018
- Listed as Star Individual, *Chambers Europe*, 2015-2019
- TMT, Hall of Fame, *Legal 500 EMEA*, 2018-2019
- Italian TMT team, lead by Marco Berliri, won the "Best team of the year" in New Media, *TopLegal Industry Awards*, 2016
- Recognized as leading lawyer in TMT, *Who's Who Legal*, 2012-2016
- Marco was also listed as one of the 50 most influential lawyers in Italy, *Legalcommunity*, 2014 - 2015
- Italian TMT team has been awarded as "Best Law Firm of the Year" in IP&TMT, *Legalcommunity IP&TMT Awards*, 2017, 2019

Latest thinking and events

- Press Releases
 - Hogan Lovells helps to secure a significant 'right to be forgotten' ruling for Google
- Blog Post
 - Hogan Lovells Italy wins FinTech firm of the year at Legal Community Awards
- Awards and Rankings
 - Hogan Lovells Italy named FinTech firm of the year at the Legal Community Awards
- Hogan Lovells Publications
 - Trending topics in retail and fashion
- Hogan Lovells Publications
 - Antitrust, Competition, and Economic Regulation Quarterly Newsletter - Summer 2018
- Blog Post
 - The Italian Competition Authority (AGCM) takes action against online sellers of dietary supplements for regulatory non-compliance resulting in misleading actions

Sales Promotions

Sponsorship

Technology Contracts

Telecommunications and Wireline

Education and admissions

Education

Law Degree "La Sapienza", University of Rome

LL.M., Georgetown University

Memberships

Italian Bar Association

Accolades

"He is always available even in urgent situations, up to date, very business-oriented and quick to reply."

Chambers Europe 2019

"He has top technical capabilities and perfect business understanding, and is highly regarded by all of his clients for his can-do attitude. Marco is always calm and relaxed."

Chambers Europe 2018

"Commercial, e-commerce and privacy expert Marco Berliri is

recommended".

Chambers Europe 2018
