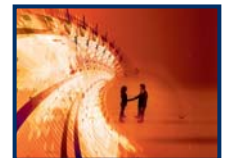
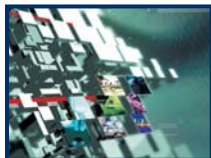


BIRD & BIRD

Italy

Milan - Rome - Sector expertise with an international edge



Bird & Bird - International

- an international law firm that combines full service capabilities with sector focus
- more than 400 lawyers located in the principal jurisdictions in Europe and Asia
- provide a co-ordinated law service that has local insight and international reach
- full service - provide a full range of IP, corporate, commercial and dispute resolution legal services
- sector focus - deep understanding of chosen industry sectors



Asia

Beijing
Hong Kong

Europe

Brussels
Düsseldorf
Frankfurt
The Hague
London
Milan
Munich
Paris
Rome
Stockholm

Bird & Bird - Italy

- two offices in Italy – Milan and Rome
- fast growing: over forty lawyers
- operate in all the sectors and practices of Bird & Bird



Sector focus

- in-depth understanding of chosen industry sectors enables us to add value to our clients' businesses
- practical, professional advice and assistance on a wide range of domestic and international matters from strategic planning of transactions and negotiation of contracts to deal implementation and management
- focus on:
 - communications, information technology, banking & financial services, life sciences, media, sport and aviation & aerospace.

Full service

- provide a full range of commercially focused legal services covering all areas of commercial business law:
 - intellectual property
 - commercial
 - competition & EU
 - corporate / M&A
 - privacy & data protection
 - dispute resolution
 - employment
 - finance
 - outsourcing



Services

Commercial
Competition & EU
Corporate / M&A
Privacy & data protection
Dispute resolution
Employment
Finance
Intellectual property
Outsourcing

Sectors

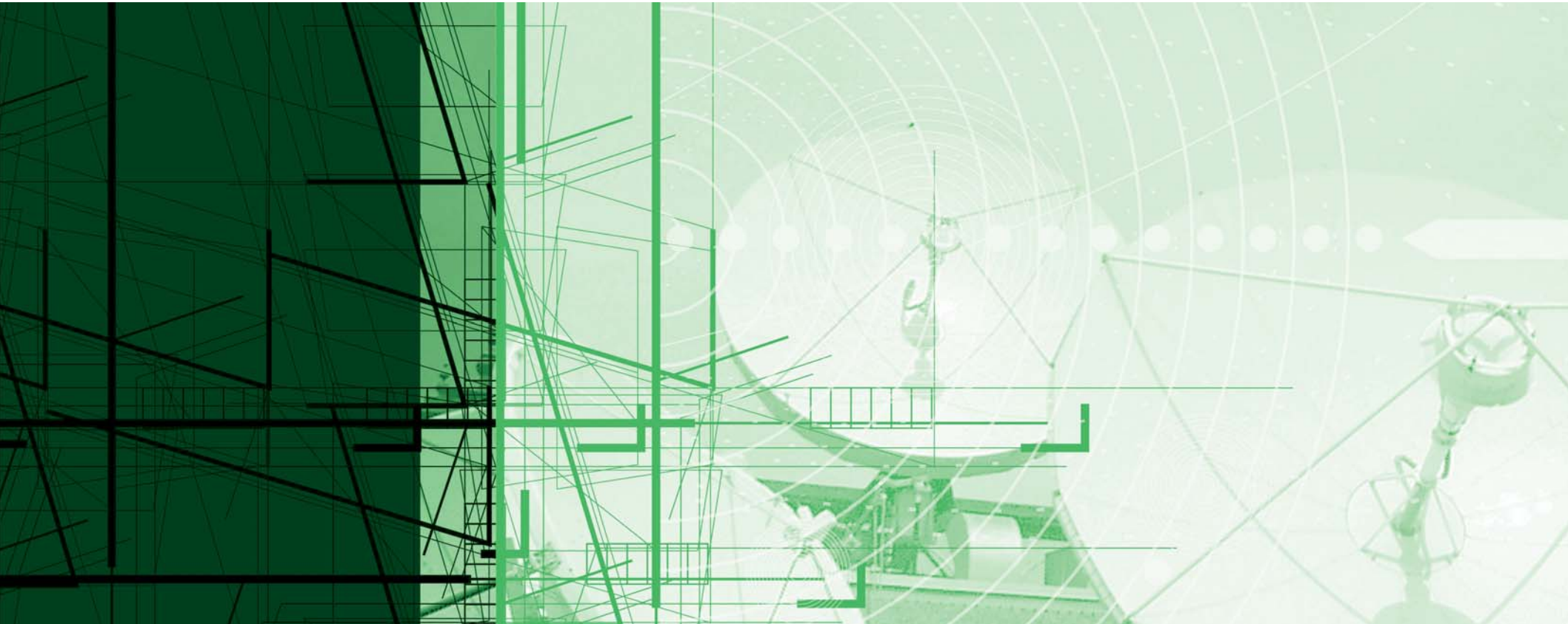
Communications
Information technology
Banking & financial services
Life sciences
Media
Sport
Aviation & aerospace

Communications

- one of the largest dedicated international groups of communications lawyers in Europe
- been operating at the forefront of this sector since liberalisation first began in Europe
- combine deep understanding of the sector and the technology that drives it with strong regulatory expertise
- provide innovative and creative solutions to the most complex legal problems often at the cutting-edge of industry developments

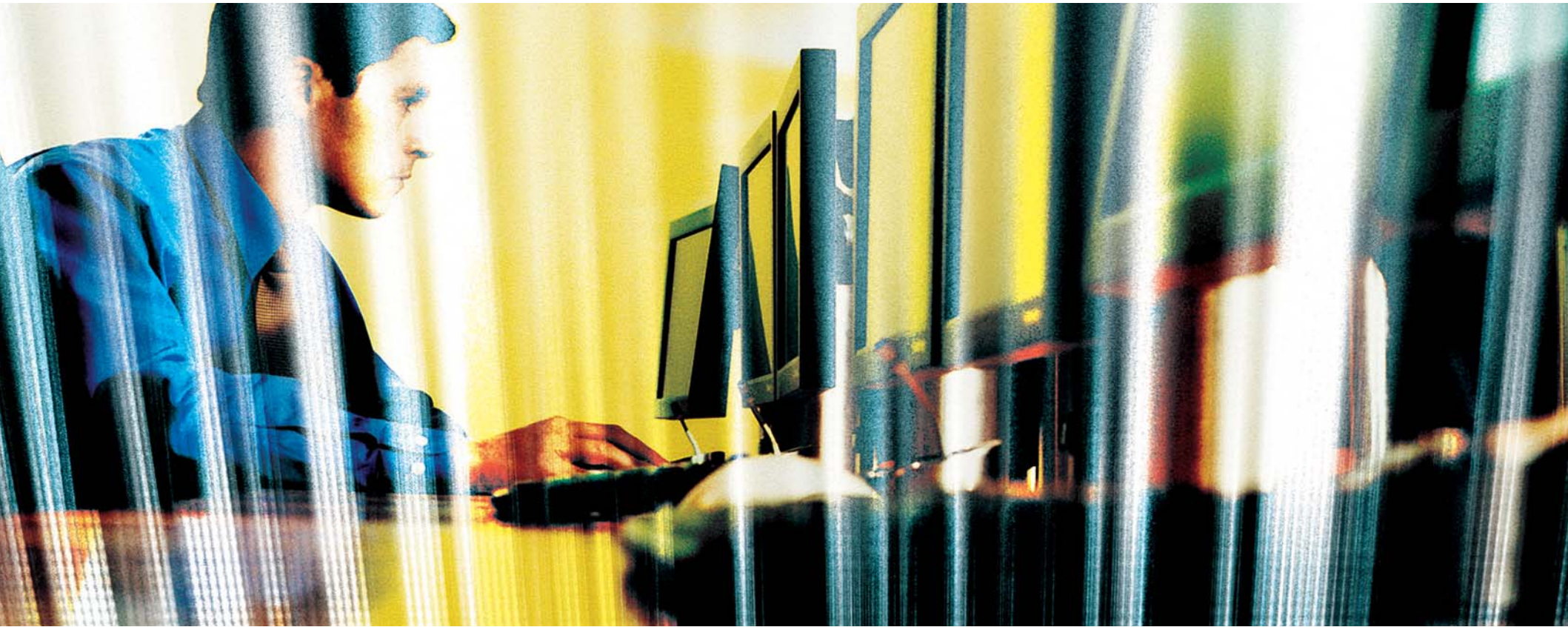
Substantial track-record advising on:

- delivery of new licenses and frequencies and establishment of consortia for licence bidding
- international joint ventures in both fixed, mobile and satellite communications
- mobile network agreements
- national and international regulatory issues
- network interconnection arrangements
- rights clearances and negotiations with rights owners
- wireless local loop



Information technology

- unrivalled understanding of the IT sector
- a unique perspective in getting deals done for IT companies and for their customers
- established record advising on:
 - outsourcing agreements – international and local
 - software development and licensing agreements including open source
 - service level, ASP, support and maintenance agreements
 - software distribution and partnership agreements (OEM, SI)
 - internet and domain name litigation
 - dispute resolution



Banking & financial services

- leading expertise in financial services and asset management
- a full range of traditional banking and financial services work
- advise domestic and foreign investment organisations, banks, financial institutions and intermediaries on the following areas:
 - establishing and structuring banks, management companies, investment companies and other financial institutions
 - structuring and launching investment funds including real estate investment funds
- marketing foreign funds in Italy
- general lending work, secured/unsecured, single bank/syndicated, acting for lenders and borrowers
- asset-based financing including lease financing, structured finance products and derivatives
- banking and financial services regulatory compliance
- drafting and negotiation agreements in a wide variety of banking and financial transactions



- Europe's leading life sciences law firm - only law firm in Europe to be ranked 1st by all three major independent legal directories
- one of the most experienced groups in Italy which includes lawyers with first-hand experience of the industry
- advise universities and their spin-offs, hospitals, mature pharmaceutical and biotechnology companies and domestic and international investors
- provide life sciences focused advice that spans IP, commercial, corporate and regulatory law.

Expertise includes:

- drafting licensing and project agreements relating to patents and know-how
- MOU, MTA, R&D and confidentiality agreements
- clinical trial agreements
- assistance in regulatory issues
- IP litigation



Media

- provide a full range of legal services to organisations operating in the media sector – traditional and digital media
- combine sector knowledge with strengths in technology and traditional legal expertise including IP to provide commercially focused business advice
- particular strengths in music and advertising acting for artists, producers, song writers, advertisers and publishers

Areas of expertise include advising on all aspects of:

- music and entertainment including recording, publishing, production, distribution, management and tour agreements
- above and below the line advertising including web advertising, rights acquisitions and clearances, licensing and brand protection and assistance in judicial proceedings relating to advertising
- publishing including intellectual property issues



Sport

- multi-disciplinary approach to providing a full range of legal services to companies operating in the sports sector
- we act for governing bodies, clubs, teams, stadium owners, rights purchasers, broadcasters and distributors of sports programming, equipment manufacturers, sponsors, sports internet companies and high net worth individual sportsmen and women



Aviation & aerospace

- a full range of advice on civil aviation and aerospace and defence matters
- act for airlines, leasing companies, groundhandlers, reservation system operators, industry associations, travel service providers, airports, banks, manufacturers as well as aircraft maintenance and repair organisations



Intellectual property

- patent, trade marks, registered and unregistered design litigation
- a full range of contentious and non-contentious IP law services covering establishment, acquisition, transfer and protection of IP rights:
 - portfolio advice and due diligence
 - licence agreements
 - corporate audits and due diligence
 - anti-counterfeiting and customs strategy
 - know-how protection
- the largest IP group in Europe
- recognised leaders in the field in each of our offices in Europe and Asia
- highly experienced at co-ordinating international IP litigation and devising strategies across Europe and Asia
- particular reputation in Italy for preliminary injunctions and other interlocutory proceedings

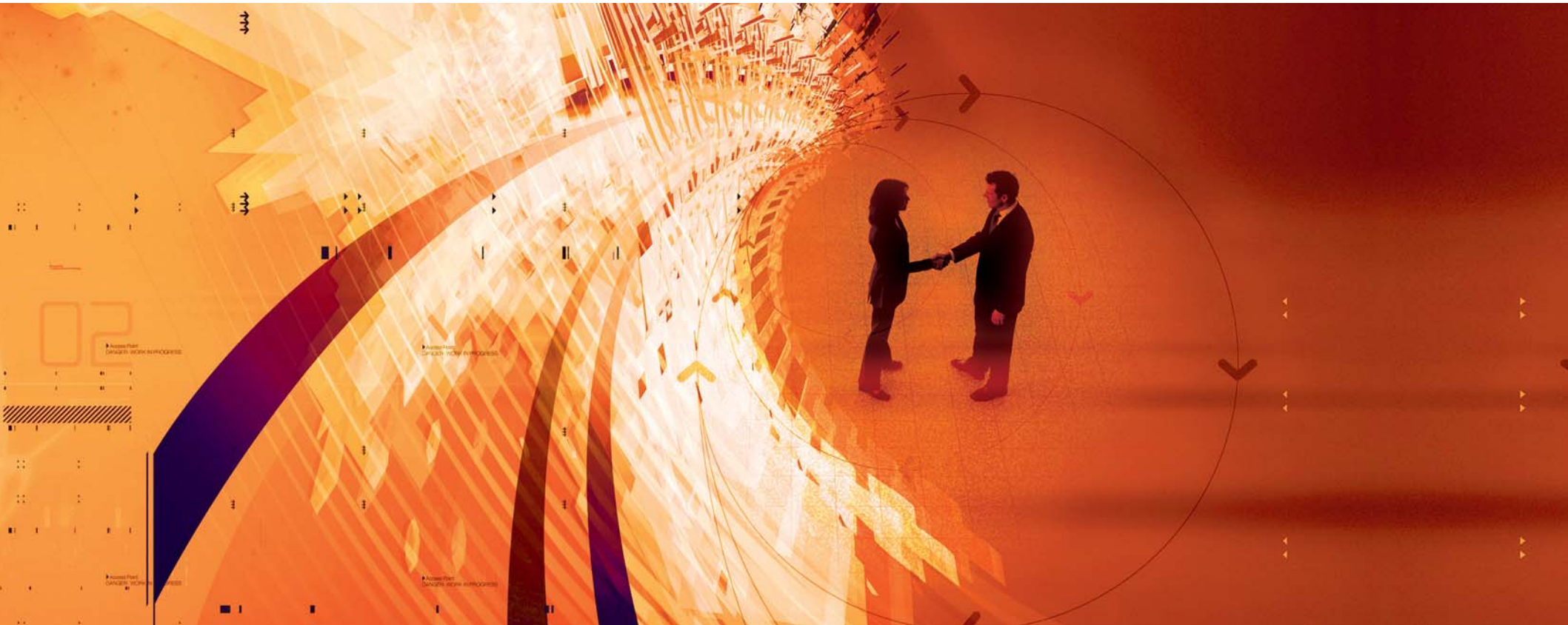


Corporate / M&A

- focus on chosen sectors and traditional Italian industry sectors gives us a unique perspective in getting deals done
- regularly involved in transactional work in the areas of mergers and acquisitions, private equity, venture capital, capital markets and corporate restructurings
- high degree skills in managing contentious issues

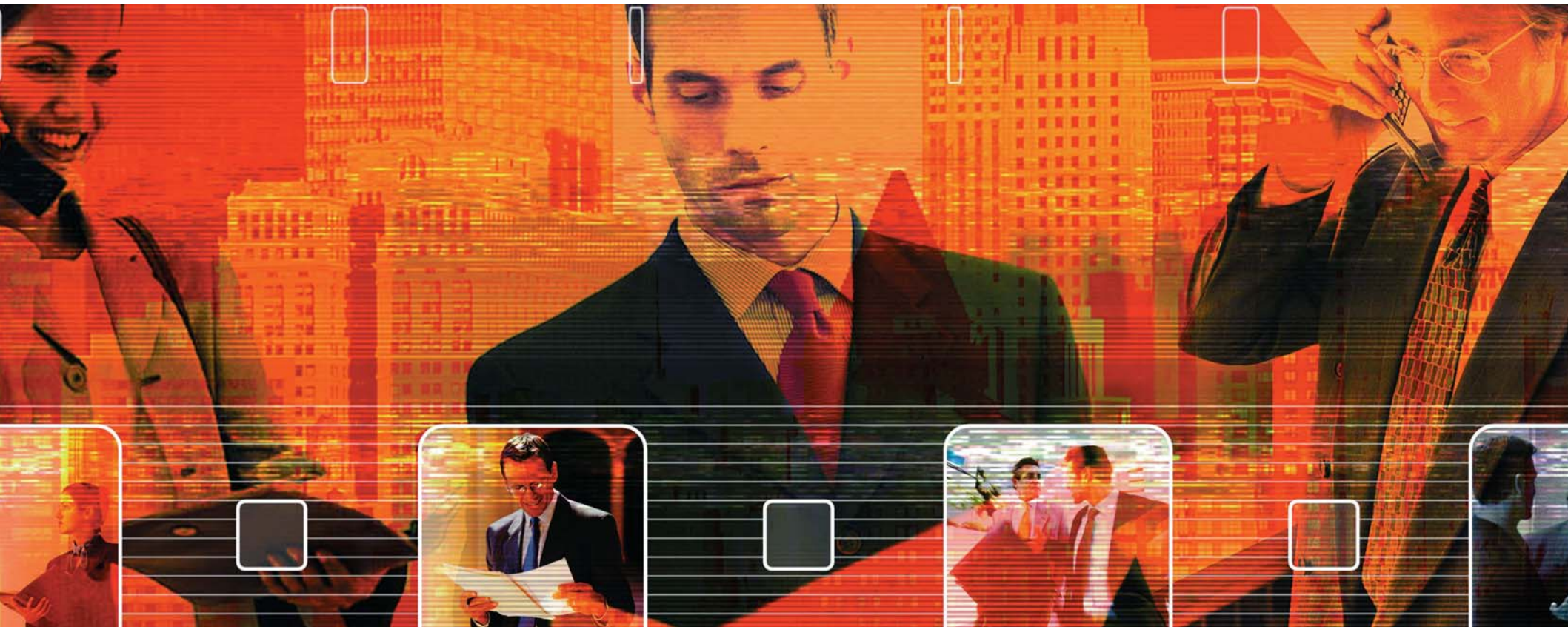
Commercial

- practical, professional advice and assistance on a wide range of domestic and international commercial matters from strategic planning of transactions and negotiation of contracts to deal implementation and contract management
- advice on all types of commercial agreements, including supply and purchase, leasing, franchising, sales representatives, distribution, outsourcing and real estate



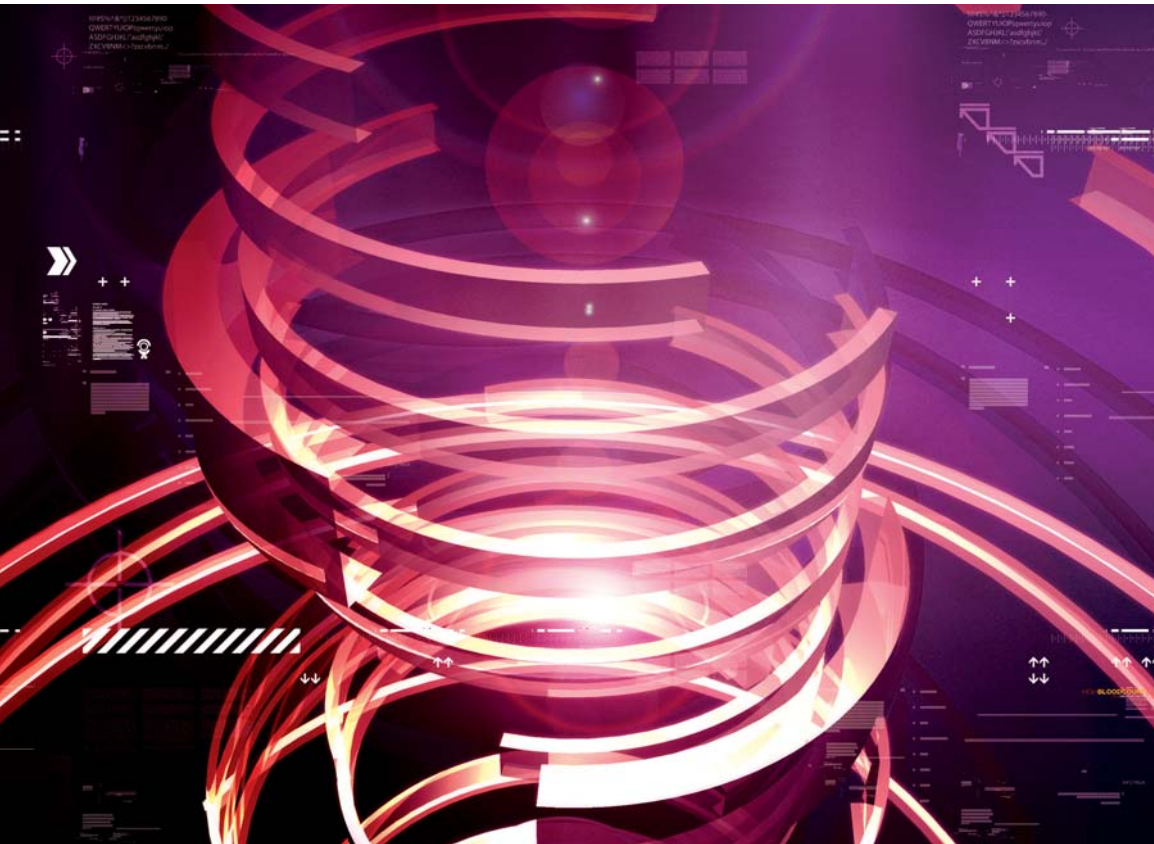
Employment

- commercially focused employment advice enabling clients to capitalise on business opportunities and manage change effectively
- full support on all employment issues arising in the workplace including:
 - transfer of undertakings
 - mergers and acquisitions including consultation with trade unions
 - employee rights in corporate and business disposals
 - terminations
 - drafting individual employment contracts and specific covenants (non competition, confidentiality etc)
 - assistance in employment documentation and standard policy documents
- conduct and resolution of court claims for unfair dismissal and breach of contract
- employment rights - data protection, human rights, maternity and paternity rights
- part-time workers and other flexible working arrangements
- outsourcing
- stock option entitlements and tax incentives



Privacy & data protection

- unrivalled expertise in privacy and data protection issues internationally
- compliance projects in multiple jurisdictions
- data protection policies and information notices
- registration with data protection authorities
- transborder data flows – within client organisations and with external organisations
- advisory
- staff training
- commercial exploitation – sale of customer databases; purchase/license of customer data; data sharing agreements
- complaints/offences



Outsourcing

- exceptional technical and legal know-how of outsourcing practices from traditional IT & communications outsourcings to innovative transactions involving the outsourcing of business processes and back office functions
- advise suppliers and customers from both the public and private sectors
- advise on all types and sizes of outsourcing and in-sourcing transactions often involving multiple jurisdictions



Competition & EU

- provide advice on EC and national competition law and represent clients before the European Commission, national competition authorities and in the courts
- combined with our strengths in chosen sectors, we provide practical commercially focused advice often at the cutting-edge of developments
- we aim to use competition law to advance the business goals of our clients and regularly act for complainants
- we also act for defendants accused of competition law infringements



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