



14 December 2020

(20-8962)

Page: 1/2

**Council for Trade-Related Aspects of
Intellectual Property Rights**

Original: English

**NOTIFICATION OF LAWS AND REGULATIONS
UNDER ARTICLE 63.2 OF THE TRIPS AGREEMENT**

ITALY: LEGAL FRAMEWORK CONCERNING PROHIBITION OF AMBUSH MARKETING
(DISCIPLINA DEL DIVIETO DI PUBBLICIZZAZIONE PARASSITARIA) -
LAW DECREE 11TH MARCH 2020, NO 16 - CONVERTED
INTO LAW NO 31, MAY 8, 2020

Notifying Member	ITALY
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Details of the notified legal text

Title	LEGAL FRAMEWORK CONCERNING PROHIBITION OF AMBUSH MARKETING (DISCIPLINA DEL DIVIETO DI PUBBLICIZZAZIONE PARASSITARIA) - Law Decree 11th March 2020, no 16 - Converted into Law no 31, May 8, 2020
Subject matter	Trademarks; Undisclosed information
Nature of notification	<input type="checkbox"/> Main dedicated intellectual property law or regulation <input checked="" type="checkbox"/> Other law or regulation
Link to legal text*	https://ip-documents.info/2020/IP/ITA/20_7593_00_x.pdf
Notification status	<input checked="" type="checkbox"/> First notification <input type="checkbox"/> Amendment or revision to notified legal text <input type="checkbox"/> Replacement or consolidation of notified legal text(s)
Previous notification(s) referred to	Not applicable
Brief description of the notified legal text	
Activities of ambush marketing and misleading advertising are prohibited on the occasion of sport events or trade fairs of national or international relevance if they are not authorised by the organising bodies and when they are aimed at gaining an economic or competitive advantage.	
Language(s) of notified legal text	Italian
Entry into force	14 March 2020
Other date	

Notification details

Submission date of notification	9 December 2020
Other information	<p>https://uibm.mise.gov.it/attachments/article/2036358/Decreto%2011%20MARZO%202020%20n.16.pdf (See articles 10-11-12-13 -14 at pages 7-8 chapter III DISCIPLINA DEL DIVIETO DI PUBBLICIZZAZIONE PARASSITARIA)</p> <p>The Italian general legislation on IP is available at the following UIBM link: https://uibm.mise.gov.it/index.php/it/normativa-pi</p>
Agency or authority responsible	<p>Ministry of Economic Development Directorate General for the Protection of Industrial Property- Italian Patent and Trademark Office (UIBM)</p> <p>Tel. 0039 06 47055678 Email: simona.marzetti@mise.gov.it</p>

* Links are provided to texts of laws and regulations notified under the TRIPS Agreement in the form supplied by the Member concerned; the WTO Secretariat does not endorse or revise their content.