



6 October 2022

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**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: LAW DECREE 11<sup>TH</sup> MARCH 2020, NO 16 - CONVERTED INTO LAW NO 31, MAY 8, 2020  
(LEGAL FRAMEWORK CONCERNING PROHIBITION OF AMBUSH MARKETING  
DURING BIG INTERNATIONAL SPORT EVENTS)

<b>Notifying Member</b>	ITALY
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**Details of the notified legal text**

<b>Title</b>	Law Decree 11 <sup>th</sup> March 2020, no 16 - Converted into Law no 31, May 8, 2020 (LEGAL FRAMEWORK CONCERNING PROHIBITION OF AMBUSH MARKETING during big international sport events)
<b>Subject matter</b>	Trademarks; Other
<b>Nature of notification</b>	<input type="checkbox"/> Main dedicated intellectual property law or regulation <input checked="" type="checkbox"/> Other law or regulation
<b>Link to legal text*</b>	<a href="https://ip-documents.info/2022/IP/ITA/22_6656_00_e.pdf">https://ip-documents.info/2022/IP/ITA/22_6656_00_e.pdf</a> <a href="https://ip-documents.info/2022/IP/ITA/22_6656_00_x.pdf">https://ip-documents.info/2022/IP/ITA/22_6656_00_x.pdf</a>
<b>Notification status</b>	<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)
<b>Previous notification(s) referred to</b>	Not applicable
<b>Brief description of the notified legal text</b>	
<p>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 authorized by the organizing bodies and when they are aimed at gaining an economic or competitive advantage.</p> <p>The Ambush marketing prohibition is one disposition of a more general decree that regulates the organization of the winter Olympic games in 2026 in Italy.</p>	
<b>Language(s) of notified legal text</b>	English, Italian
<b>Entry into force</b>	14 March 2020
<b>Other date</b>	

**Notification details**

<b>Submission date of notification</b>	19 October 2020
<b>Other information</b>	The Italian general legislation on IP is available at the following WIPO link: <a href="https://wipolex.wipo.int/en/legislation/results?countryOrgs=IT">https://wipolex.wipo.int/en/legislation/results?countryOrgs=IT</a>
<b>Agency or authority responsible</b>	Ministry of Economic Development Directorate General for the Protection of Industrial Property- Italian Patent and Trademark Office (UIBM)  Tel: 0039 06 47055678 Email: <a href="mailto:simona.marzetti@mise.gov.it">simona.marzetti@mise.gov.it</a>

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\* 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.