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Marazzi  
& Associati

**Marazzi&Associati** boasts specialist expertise and specific professionalism in all sectors of international business law consulting, strategic market analysis and management of institutional relations.

Our professionals are able to deal with and solve all project steps through an interdisciplinary approach.

**Marazzi&Associati**, from 1992, provides high professionalism to its clients through its widespread presence in the most important foreign markets. Our company also provides the best professionals and the most reliable partners at the international level to better meet the peculiarities of each project, counting on an international network that includes the major tax and law firms and market strategy companies.

Assessing the characteristics and objectives of each client and the concerned country, **Marazzi&Associati** develops feasibility analyses, studying applicable norms, relevant international treaties, commercial transaction regulation and market strategic scenario.

**Team**



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**Marazzi&Associati** is the point of reference for some of the most important Italian and international industrial groups, as its comprehensive services cover several areas of international specialist expertise.

Working groups, including professionals whose deep knowledge has been acquired dealing with operations related to several sectors, are organized to guarantee specific assistance to each client during the whole life cycle of the project, including, whenever required by the case, the specific competences of other teams: tax consultants, labour consultants and professionals with specific competences in internationalization and communication policies.

Skilled, prompt and efficient assistance, a significant know-how acquired over time, attention and accuracy help professionals to get a precise and overall awareness about the subject to offer to their clients a global multidisciplinary service.

***Team***



Highly specialized professionals about any aspects concerning internationalization operations assist the clients for any needs in terms of business law, compliance, management of institutional relations, market analysis as well as positioning and corporate finance.

Their competences and experiences cover any aspects concerning the conception, organization and implementation of negotiating or business operations such as market study and analysis, management of institutional relations, drafting and negotiation of any national and international commercial contracts.

**Marazzi&Associati** provides consulting services to leading investors and to national and international, private or public, industrial or financial economic operators, including private equity funds. These services include assistance for acquisition and merger operations as well as shareholder, corporate and contractual joint-venture agreements. Having been providing for many years consulting services to clients with different cultures and various corporate situations, our professionals developed a culturally-sensitive approach to the needs of their clients.

***Business & Corporate Law***



The consulting services provided to the clients cover the whole range of national and international, merger and acquisition business operations, including:

- privatizations: acquisitions and transfers of shareholdings, transfers and assignments of companies and company branches;
- national and cross-border activities: operations on assets, (contractual and business) joint venture operations.

The consulting provided for each of the above mentioned operations, even through the collaboration of specialist professionals (tax, antitrust, labour, customs and economic experts), ranges from the identification of the most suitable tax and corporate structure to the implementation of the due diligence, market analysis and management of institutional relations, drafting and negotiation of contractual documents, arrangement and filing of eventual notifications or requests for authorization, and contract refinement up to the operation closing.

**Marazzi&Associati** also provides consulting about compliance profiles (conflicts of interest, economic, financial, management and supervision models, data privacy).



The technologies used in the fields of information, production cycle and life sciences are revolutionizing life and business world: it's a still ongoing historic change, raising every day new questions. Understanding legal, economic and social issues is essential.

The **Marazzi&Associati** team, created to deal with critical issues arising from the encounter between new technologies and several areas of law, economy and society, provides a multidisciplinary and professional approach.

Main intervention areas concern, for example:

- regulatory profiles;
- protection of intellectual property;
- contracts about informatics and scientific-industrial co-operation;
- e-commerce;
- privacy and data protection;
- domain name disputes.

***Innovation & Technology***

Protecting technological innovation is complicated and the not fully regulated competition of some countries, international regulation, inviolability and ease of reproduction represent for companies some obstacles to the protection of their rights.

**Marazzi&Associati** provides consulting about:

- Identification and adoption of strategies to manage and add value to intellectual and industrial property;
- Protection and management of the results of innovation, research and consulting about technology transfer;
- Contracts, analysis and search for precedence;
- Contractual assistance to protect intellectual property and web-brand reputation.
- Protection of the trademark: search for anterior, advice on confusability between distinctive signs;
- protection of design;
- protection of know-how and industrial secrecy.



To develop successful positions in new markets, the company should understand as best as possible their specific characteristics, scale and potential in comparison with its own product or service, their competition profile and the structure of their distribution channels.

**Marazzi&Associati** draws up market analysis and studies to support commercial and relational development of business through its consolidated experience with specialized professionals, for example:

- Management of institutional relations;
- Market and sector analyses;
- Competitors' research and analysis;
- Identification of the best strategies to successfully operate in new markets;
- Communication planning;
- Analysis of investments required and financial feasibility