



# Lorenza Ferrari Hofer

Partner  
Attorney at law, Dr. iur.  
Head IP&TMT, Co-Head Life Sciences

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**Lorenza Ferrari Hofer is head of Pestalozzi's IP&TMT Group and co-head of the Life Sciences Group. She specializes in intellectual property, unfair competition, data law, data protection and contract law. She has profound knowledge in the development, licensing, trade and distribution of technology products, among other of therapeutic, health and food products (including product liability matters).**

Lorenza Ferrari Hofer has deep knowledge and long-term experience in structuring and negotiating intellectual property rights related agreements, among others R&D, transfer and licensing, and distribution agreements in a range of technical and industrial fields. Her life sciences practice also includes regulatory and compliance matters as well as product liability defense. Lorenza Ferrari Hofer regularly represents her clients in legal proceedings and regulatory matters in front of Swiss courts, arbitral tribunals and administrative authorities.

In addition, Lorenza Ferrari Hofer has a broad experience in media (including social media), advertising, marketing and sponsoring matters. She regularly represents and advises companies and individuals in respect of copyright, unfair competition and privacy law issues.

Lorenza Ferrari Hofer regularly lectures and publishes in the fields of international licensing and technology transfer, and in several areas of unfair competition and intellectual property law. Among others, she lectures at SUPSI (Manno, Ticino) and is examiner at the Swiss patent attorney courses. Her international studies and experience allow her to move at ease in cross-border matters and to understand foreign law concerns.

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Lorenza Ferrari Hofer is consistently recommended for several fields in intellectual property and life sciences by the leading directories of the legal profession, such as Legal 500, Chambers & Partners, Who's Who Legal, WIPR Leaders, MLI and IAM. According to The Legal 500 (2020) "Lorenza Ferrari Hofer has excellent legal skills and shows business acumen."

## Career

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2008	Partner at Pestalozzi
2005	qualified as Solicitor of England and Wales Foreign associate at UK international law firm in London (IP and IT departments)
2002	Associate at Pestalozzi
1997	Legal counsel at a major Swiss watch and micromechanics manufacturer
1995	Admission to the bar (Fürsprech und Notarin)
1994	Legal collaborator at Swiss Federal Institute of Intellectual Property (Trademark Department, International Department)
1993	Graduation University of Basle (Dr. iur.)

## Languages

German  
English  
French  
Italian

## Practice Areas

Blockchain and Crypto Assets  
Competition & Trade  
Compliance  
Corporate / M&A  
IP & TMT  
Life Sciences

## **Membership**

AIPPI (President Swiss AIPPI Group)

SF-FS

IBA (Life Sciences)

INTA

LES

INGRES

IAPP

Zurich Bar Association

Swiss Bar Association

British-Swiss Chamber of Commerce