Joëlle Marciano

Associate
Attorney at Law, MLaw

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Joëlle Marciano is an associate and member of Pestalozzi's IP & TMT and Competition & Trade practice groups in Zurich. She advises Swiss and international clients on intellectual property law, technology law, competition law and commercial law matters.

Her practice covers both contentious and non-contentious intellectual property matters, including patent, trademark and unfair competition matters, licensing arrangements, FRAND-related issues, distribution systems and IP- and technology-related commercial agreements. She also regularly advises on regulatory matters, particularly in the medical technology and healthcare sectors, as well as on digital business models and technology-driven products and services.

Her work regularly involves complex cross-border disputes, international commercial relationships and multi-jurisdictional legal issues. Joëlle advises clients active in the life sciences, medical technology, automotive, industrial manufacturing, consumer and luxury products, media, technology, and energy sectors.

She graduated from the University of Lucerne in 2021 (Master of Law) with a profile in competition and regulation, having spent one semester at the University of Copenhagen. During her studies, she participated in the John H. Jackson Moot Court Competition on WTO Law. After graduation, she worked as a junior associate at a law firm in Lucerne and as a trainee at the Cantonal Court of Lucerne (Kantonsgericht). She was admitted to the Swiss Bar in 2024. Subsequently, she worked as an associate at a corporate law firm in Zurich in its insurance and litigation & arbitration practice groups.

Market Perception

Joëlle Marciano (…) is a standout associate and one to watch. (The Legal 500, 2026)

Career

2025	Associate at Pestalozzi
2024	Associate at a law firm in Zurich
	Admission to Swiss Bar
2022	Cantonal Court of Lucerne (Kantonsgericht): Trainee
2021	Junior Associate at a law firm in Lucerne
	University of Lucerne: Master of Law
	University of Copenhagen: Exchange Semester
2019	University of Lucerne: Bachelor of Law

Languages

- German
- English
- French

Practice Areas

- Competition & Trade
- IP & TMT

Membership

- Swiss Bar Association (SAV)
- Zurich Bar Association (ZAV)
- Studienvereinigung Kartellrecht e.V. (Study Group for Competition Law)
- Institut für Gewerblichen Rechtsschutz (INGRES)
- Licensing Executives Society Switzerland (LES)