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Luca BARBERO, a national of Italy, is a partner of Studio Barbero, a Turin based law firm established in 2000 specialized in the protection of intellectual property rights online including abusive domain name registration, trademark and copyright infringement, sale of counterfeit products, trademark misappropriation and identity theft on social media, abuse of IP rights on smart phone and tablet applications, AdWords and keywords advertising. He is also the Director of Barbero & Associates Ltd, a company based in London, focusing on the registration (also as accredited registrar in many jurisdictions), management and monitoring of domain names worldwide.

Mr. Barbero is advising multinational corporations operating in various fields including luxury and fashion products, Formula 1, fast-moving consumer goods, coffee production, alcoholic beverages, as well as international law firms. He has negotiated and dealt with close to 10,000 cases of domain name abusive registration and assisted clients in litigation and arbitration in Italy and in other jurisdictions on Internet related matters since 1995.

Mr. Barbero has a J.D. from Turin Law University and a Master in International Business from University of California at Los Angeles (UCLA). He is an Italian Trademark Attorney and European Trademark Attorney.

Professor at the “Master of Laws (LL.M.) in Intellectual Property” (WIPO Worldwide Academy and the University of Turin), at the “LL.M in International Trade Law” (University of Turin), at the College of Europe (Bruges) and a regular speaker at conferences and seminars on Domain Names and Mediation/Arbitration issues.

Mr. Barbero is a WIPO Domain Name Panelist since 2000, panelist at the Czech Arbitration Court and serves in different panels as Arbitrator and Mediator including WIPO and the Chamber of Commerce of Milan.

He is a member of the Internet Committee of ECTA, ADR Committee of INTA, Cyberspace Team of MARQUES and Intellectual Property Constituency of ICANN.