

Name LUCA ASCARI
Home address
Telephone
E-mail
Nationality
Date and place of birth

Dates

January 2004 – Present

Name of employer

CARPINVEST GROUP (formerly Carpinvestigazioni Srl), 160 Via Carlo Marx – 41012 Carpi, Modena (Italy)

Type of business or sector

Private Company – Investigation firm focused on anti-counterfeiting

Occupation or position held

Managing Director – Brand Protection Manager

Main activities and responsibilities

- Management of investigation teams and operations worldwide related to client's IP issues.
- Strategic and tactical approach in recommending, developing, implementing and overseeing local policies in alignment with client's needs and corporate policies.
- Select and manage all investigations and confidential sources for IP matters.
- Monitor Brand Protection budgets for Intelligence activities, controlling and reducing costs, optimizing use of Department assets.
- Develop special anti-counterfeit projects as well as technologic devices and labels to determine the authenticity of the goods.
- Solidify existing relationships with law enforcement liaisons, Customs and authorities and plan specific trainings.
- Personally carry out worldwide investigations deemed too delicate to be outsourced.
- Liaise with law enforcement bodies (customs, local police, economic police), mainly in Italy and Europe (Spain, Portugal, France in particular) on a regular basis in order to maintain the flow of information between local authorities, the investigation firm and our clients.
- Current portfolio of clients includes : Dolce&Gabbana, Bvlgari, Pirelli, Nike, Puma, Guess, Juventus, Formula 1 Management, Red Bull, Tommy Hilfiger, Calvin Klein, Swatch Group, Hugo Boss and several Italian and International IP law firms.

Dates

March 2008 – Present

Occupation or position held

Managing Director at M.A.C. – Merchandising Anti-counterfeiting Coalition

- Main activities and responsibilities
- Following the path trodden with the implementation of M.A.C. – Motorsport Anti-counterfeiting Coalition, I personally developed and supervised a second operative branch of the firm aimed at tackling the plague of counterfeiting at live music events.
- The mission of the Coalition is to mount a vigorous and long term fight against counterfeiting and bootleggers at live events held in Europe and to provide Members of the Coalition with the most effective I.P.R. enforcement services.
- Current members of the Coalition are: Universal, LiveNation Merchandise, Atmosphere Apparel Ltd, Global Merchandising, Firebrand Live, Anthill Trading, EMI Music, Metallica, Madonna, AC/DC, Muse, U2, Depeche Mode, Pearl Jam, Green Day, Coldplay, Blink 182, Kiss, Radiohead, R.E.M.

- In order to reach its' goal, the Coalition has focused on two aspects:
 - ✓ A short term plan – based on concerts enforcement, education and awareness raising towards Local enforcement Agencies.
 - ✓ A long term plan – divided in the following areas of interest:
Implementation of products security, continuous surveys at Trade fairs and exhibitions, Customs training and application under the art. 5 of Council Regulation EC 1983/2003, web monitoring, implementation of a dedicated website.
- Enforcement activities carried out in the following Countries: Italy, France, Spain, Portugal, Greece, Turkey, Austria, Germany, Poland, Czech Republic, Latvia, Estonia, Lithuania, Hungary, Belgium, Netherlands, Denmark, Norway, Sweden, Finland, United Kingdom, Ireland.

Dates

March 2004 – Present

Occupation or position held

Managing Director at M.A.C. – Motorsport Anti-counterfeiting Coalition

Main activities and responsibilities

- During my time as Brand protection manager at Carpinvestigazioni I also developed and personally supervised the following operative branch of the firm :M.A.C. - Motorsport Anti-counterfeiting Coalition
- It's the Coalition of several brands involved in Motorsport and, more specifically, in the Fia – Formula 1 World Championship and Dorna – MOTOGP World Championship.
- The Coalition counted eight members : FERRARI, BMW, HONDA, MCLAREN, REDBULL, TORO ROSSO and Formula One Management Ltd.
- I personally followed and managed all I.P. enforcements activities and follow up investigations on all the events scheduled in the following Countries: Australia, Kingdom of Bahrain, Malaysia, Principality of Monaco, France, Germany, Italy, Spain, Belgium, Hungary, United Kingdom, Canada, China, Japan.

Dates

January 2001 – January 2004 (3 years)

Name of employer

CARPINVESTIGAZIONI SRL, 131 Via Carlo Marx – 41012 Carpi, Modena (Italy)

Type of business or sector

Private Company – Investigation firm focused on anti-counterfeiting.

Occupation or position held

I.P. investigator

Main activities and responsibilities

- Conduct investigations on I.P. infringements matters, perform surveys and report the misuse of TM or any other trademarks violations by third parties, perform undercover investigations through the use of covert companies based abroad, attending and performing surveillance at trade fairs and exhibitions, provide oral and written expertise on allegedly counterfeit goods both in Court houses, via e-mail or at Local Authorities' office.

EDUCATION AND TRAINING

Dates

2002 – 2005

Name and type of organization providing education and training

University of Modena and Reggio Emilia (Modena, Italy)

Title of qualification

Law degree

Dates

2001 – 2002 (6 exams passed)

Name and type of organization providing education and training

University of Modena and Reggio Emilia (Modena, Italy)

Title of qualification

International business administration and marketing degree

Dates

1996 – 2001

Name and type of organisation providing education and training

High School of Scientific Studies – Liceo Scientifico Morando Morandi (Finale Emilia, Italy)

Title of qualification

Scientific High School diploma

LECTURES, PUBLICATIONS AND AWARDS

09 December 2013 – Chieti (Italy) – Local Police training Programme – course on “brand enforcement and anti-counterfeiting strategies”: IO COMPRO VERO. Presentation on “Live events and enforcement activities”.

05 July 2013 – Turin (Italy) – Guardia di Finanza and Local Police training Programme – course on “brand protection”: NON FARE LO STRUZZO, promoted by the Mayor of Turin. Presentation on “cooperation between private and public sector in the fight against counterfeiting”.

22 February 2013 – Turin (Italy) – NIKE “Juventus Merchandising Srl” training session for Licensee. Presentation on “the counterfeiting in Sport Live events: results on investments”.

04 December 2010 – Global Security Leadership Summit – New Delhi (India) – Awarded by APDI (association of Indian private detective and investigators) and CAPSI (Central Association of Private Security Industry).

02 December 2009 – Reggio Emilia (Italy) Interregional School of Local Police – Course on “Security, protection of goods and ideas”. Presentation on “brand protection, enforcement and the cooperation between the public and the private sector”

12 June 2009 – University of Bologna (Italy) – Course of Superior Formation in Criminology – “Le sfide della criminalità organizzata transnazionale: quali strumenti per quali strategie?”. Presentation on “Trademarks and patents protection in a transnational environment”.

04 April 2008 – Ministry of Industry and Commerce, diplomatic area – Manama City (Kingdom of Bahrain). Presentation on “Brand protection at live events: a comparison on enforcement strategies in Eastern and Western Countries”.

19 March 2008 – Ministry of Domestic Trade and Consumer Affairs - MDTCA headquarters, Putra Place 100, Jalan Putra, Kuala Lumpur (Malaysia) – Presentation on “Brand protection at live events: a comparison on enforcement strategies in Eastern and Western Countries”.

PERSONAL SKILLS AND COMPETENCES

Mother tongue

ITALIAN

Other languages

ENGLISH

- Reading Fluent
- Writing Fluent
- Spoken interaction and production Fluent

SPANISH

- Reading Fluent
- Writing Upper intermediate
- Spoken interaction and production Fluent

FRENCH

- Reading Upper Intermediate
- Writing lower Intermediate
- Spoken interaction and production lower Intermediate

PORTUGUESE

- Reading Intermediate
- Writing Basic knowledge, currently under study
- Spoken interaction and production Basic knowledge, currently under study