



LCA Studio Legale

07/11/2024

We are an **independent, full-service law firm**, providing legal assistance of excellence worldwide. Our offices are in **Italy** (Milan, Rome, Genoa, Treviso), **Belgium** (Brussels), and the **United Arab Emirates** (Dubai).

LCA employs over **250** professionals with over **40** years of experience

Founded as a boutique firm, in 1996 we became the Italian office of Freshfields Bruckhaus Deringer, one of the five UK “Magic Circle” law firms, and even after our new independence since 2004 and further expansions we have always kept the same focus of our origins on each professional and their ongoing specialisation – giving great value on the **craftsmanship** of our work (tailored to each specific need) – together at the same time with the **potential of a large firm**, where we constantly work in **multidisciplinary and cross-practice teams** able to deal with any kind of matter.

Expertise

These are the **areas of expertise** we can offer on the occasion of **global sporting events**

- Corporate M&A
- Tax
- Sports Law
- IP, Media, Tech & Data
- Labour
- Administrative Law
- Litigation & Arbitration
- Banking, Finance & AML
- Shipping, Transportation & Customs
- Food Law
- Real Estate
- White Collar Crime



Corporate M&A

Our Corporate & Commercial team provides comprehensive legal support across all areas of commercial and corporate law. We guide clients through complex transactions, ensuring compliance with the relevant legal frameworks.

We can provide legal assistance in relation to the following matters

Commercial Contracts and T&C: various types of commercial agreements such as supply, service, distribution, and licensing contracts.

Support in compliance with consumer protection laws in Italy: adherence to consumer protection laws and e-commerce regulations.

Joint Ventures: we facilitate the formation of strategic partnerships and joint ventures, including the negotiation of joint venture agreements, partnership deeds, and related corporate structures, ensuring alignment with commercial goals.

Prize Competitions: Assistance in organizing and managing prize competitions, ensuring compliance with Italian promotional and advertising regulations, as well as consumer protection laws.

Our team also provides **extensive support** in all matters related to **compliance with the Italian regulatory framework**. More specifically, we provide **specialized and customized expertise**, with a particular emphasis on **ESG** (Environmental, Social, and Governance) **obligations** other relevant **compliance protocols**.

Incorporation of Special Purpose Vehicles (SPVs) and/or branches or permanent establishment entities: We provide legal support for the incorporation of SPVs and other corporate entities established for specific global sporting event-related purposes, such as event operations or project management. This includes ensuring compliance with all relevant Italian statutory and regulatory obligations and handling necessary corporate formalities.



Tax



Assistance to foreign companies on tax issues related to permanent establishments in Italy.

Assistance with cross-border taxation profiles regarding dividends, interest and capital gains of NewCo incorporated in Italy.

Assistance on double taxation issues related to Italian source emoluments and income of received by individuals not resident in Italy.

Assistance on customs profiles regarding duties, customs and VAT.

Assistance to individuals transferring residence to Italy, with particular attention to special tax regimes of non-doms and impatriates.

Sports Law

We have a consolidated experience in sports law and are recognized as a leading law firm in the sports sector. We are also members of the Sports Law Committee of the Milan Bar Association.

Our services include:

Legal advice for athletes, clubs, sports governing bodies, and sponsors.

Assistance with **sports regulations** and **compliance matters**.

Assistance with **commercial operations** and **contractual matters** in the sports industry, including related to image rights and sponsorship agreements.

Sports litigation before national and international sports justice bodies, including legal representation before the Court of Arbitration for Sport in Lausanne (TAS/CAS).

Support in **proceedings** before the **TAS/CAS ad hoc division** during the Olympic Games.



IP, Media, Tech & Data

Assistance in relation to the **acquisition of media rights**, definition of release forms, drafting and negotiation of production and distribution of audiovisual contents. Assistance with **copyright issues**. Assistance with matters regarding the employment of **Artificial Intelligence systems**.

Support with media and advertising regulation, including rules applicable to **influencer marketing**.

Assistance with **advertising and sponsorship agreements**.

Support with filing and prosecution activities related to **IP assets** (namely **trademarks and designs**).

Support with **ambush marketing** issues.

Assistance in relation to **privacy and data protection** aspects.

Support with drafting and negotiation of **agreements for IT services**.



Labour

For both EU and Extra-EU personnel we are able to provide assistance with all Italian labor matters and immigration-related matters.

In particular:

Assistance with the procurement of the Olympic Identity and Accreditation Card (OIAC) ex art. 20.1 of the Host City Contract, which grants the right to take part in the Games. It, together with a passport or other official travel document, will allow its holder to enter and remain in the Host Country (Italy) and perform Games-related activities for the duration of the Games, including for a period of at least one (1) month before the scheduled commencement of the Games and one (1) month after the conclusion of the Games. The possibility to apply for the OIAC is subject to the publication by the Italian Government of the ad hoc legislation and procedure, which should take place in the upcoming months.

Assistance with the obtainment of the necessary entry visas and work permits expedited and simplified channel which should be available for a period of time starting not later than one (1) year before the scheduled commencement of the Games and running until at least one (1) year after the conclusion of the Games, pursuant of articles of 21.1(a) and 21.2(a) of the Host City Contract. The legislation is not yet in place, but it is reasonable to expect that it will be similar to the ones enacted especially for the Winter Games of Turin in 2006, as declared in the Olympic program.

Assistance with the notifications (posted worker declarations - PWD) (if required according to the special legislation to be adopted) from EU and non-EU countries, including the personnel pertaining to the Olympic Family as well as support workers.

Assistance with the obtainment of the necessary visas and residence permits for family members of the workers.

Assistance with the drafting of new employment agreements, free-lance agreements and all related formalities for the hiring of new employees, contractor in Italy related to the Games.



Administrative Law

Assistance in the procurement procedure for public work contracts related to Olympic infrastructure development. The assistance covers every aspect of the procedure, from the call of competition to the presentation of a tender and the award of the contract.

Assistance in obtaining from the public authorities licenses, permits, and public land concessions for sales activities, event organization, and performances open to the public in the designated Olympic zones.

Assistance in securing all required permits and licenses for the construction or renovation of buildings and temporary structures intended for promotional displays, merchandising, or TV broadcasting equipment within Olympic designated areas.

Assistance in managing public-private partnerships, particularly in sponsorship contracts. These contracts enable sponsors, in exchange for a fee or the provision of works, services, or supplies, to associate their brand with the event and secure exclusive rights for the commercial use of logos and symbols owned by public entities.

We provide end-to-end assistance, from submission of a proposal to drafting and negotiating agreements with the public authorities.



Litigation & Arbitration

We can **assist in all areas of commercial litigation and ADR**, particularly **arbitration and Disputes Boards**, which are a very common tool for quick solution of disputes that can occur during this kind of events.

Speaking about great events, in the occasion of the **2015 World Expo**, hosted in Milan, we have gained a **strong experience in areas such as real estate litigation** related to the construction of the Expo site and of the pavilions, and **class actions**, as we represented the publicly-held company which organised the event in an action brought by consumer associations.



Banking, Finance & AML

Assistance to insurance / reinsurance companies or intermediaries for the distribution of insurance / reinsurance products in Italy during the Olympic Games.

LCA can assist the Target Companies by providing (i) assistance in regulatory matters, in particular in the relations with the competent Italian Supervisory Authority; (ii) that the Target Companies are compliant with the applicable Italian regulation; (iii) support to Target Companies in the drafting/updating of contractual and pre-contractual documentation.

Assistance to supervised companies, operating in the market of payment services, in the drafting of warnings and alerts addressed to customers, in order to avoid potential scams related to the Olympic Games (e.g., fraudulent emails or text messages promising tickets to competitions/events or hotels at advantageous prices).

Assistance with AML Compliance

Target Companies: Companies subject to AML/CFT regulations that intend to sponsor athletes/events or offer specific services during the Olympic Games. In particular, given the reputational risk associated with potential AML deficiencies, Target Companies may require a preliminary analysis of the measures taken, before carrying out their sponsor / promotion activities.

Assistance with regulatory compliance related to the production / promotion / distribution of loans / payment services during the Olympic Games (e.g., promotion of payment cards giving access to events at the Olympics).



Shipping, Transportation & Customs

We can assist with all matters relating to the **public and private transport** (international or domestic, by whatever mode or means) **of people and goods** and the associated liability.

We can also assist with **insurance issues** relating to people, goods, and liability.

Finally, we can deal with **customs issues**, including **customs declarations** and general assistance on **import/export activities**.



Food Law

Assistance with food safety compliance, labelling, and allergen management

Drafting and negotiation of agreements for food supply, ensuring compliance with local and international food safety regulations (including allergen disclosure and cross-contamination prevention, which is essential, especially in an event with such a diverse, international audience and participation). Guidance on labelling and nutritional information in accordance with EU and Italian regulations.

Support with sustainability and ethical sourcing requirements

Assistance in implementing sustainable food practices, including sourcing from local and environmentally friendly suppliers. Guidance on compliance with regulations related to food waste management and reduction of single-use plastics.

Support with health and safety regulations related to food distribution

Assistance with obtaining necessary permits and licenses for on-site food vendors and caterers, ensuring compliance with health inspections and safety standards specific to large-scale public events.

Assistance with advertising and sponsorship agreements in the food and beverage sector

Support in drafting and negotiating sponsorship deals between food and beverage companies and the event organizers, ensuring that agreements comply with advertising standards and food labelling laws.

Support with filing and prosecution activities related to IP assets (namely trademarks and designs) in the food sector

Assistance with protecting the intellectual property of food brands and product designs, including trademarks related to the food and beverage products showcased during the event.

Real Estate

We have a consolidated experience in relation to all legal aspects of real estate market and are recognized as a leading law firm in the sector.

The Milan Cortina 2026 Winter Olympic Games will attract Olympic teams, delegations from participating states, companies and businesses of all kinds that are involved in the spectacle of the games, advertising, transport, communications, who will travel to the places where the competitions will be held and to the beautiful venues that will be the setting for the competitions.

LCA has the expertise and experience to provide all necessary legal advice on

the **leasing of real estate and space** of any type, duration and use;

rental, use, construction and development of pavilions, sports centers, gymnasiums, and **all facilities** (including telecommunications and IT services) related to the Olympic Games



White Collar Crime

Due diligence investigation with reference to the ongoing investigation before the Public Prosecutor Office in Milan for bribery charges (see here for more info).

We can gather confidential information concerning counterparts, suppliers, public entities on criminal law/reputational issues.

Assistance in workplace safety compliance, which can lead, according to Italian Law, to criminal liability of the employer, the principal of the work and the relevant legal persons.

Assistance in structuring the safety system, assessing the correctness of compliance by suppliers, advice on potential criminal risks arising from non-compliance situations.

Legal assistance and defense in relation to any “white collar” charge (crimes against the public administration, corporate offences, tax crimes, environmental crimes, worker safety offenses.) against individuals and/or companies pursuant to Leg. Dec. n. 231/2001

Corporate investigations:

Preemptive and private Investigations, on the basis of the investigative faculties granted to attorneys by the Italian criminal law system, on potential wrongdoings within a company, aimed at:

- I. managing a reputational crisis situation in an appropriate and timely manner, at the internal organizational level and at the public level;
- II. properly complying with the directors' duties to inform and intervene as required by law;
- III. identifying any deficiencies in the internal control system and taking appropriate improvement actions and to prevent further offences;
- IV. eliminating all the consequences of the misconduct;
- V. properly setting up the defensive strategy.



Proposed team structure



Team Coordination



Andrea Carreri

Partner

andrea.carreri@lcalex.it

[GO TO PROFILE](#)



Edoardo Calcaterra

Partner

edoardo.calcaterra@lcalex.it

[GO TO PROFILE](#)



Corporate & Commercial



Sara Moro

Partner

sara.moro@lcalex.it

[GO TO PROFILE](#)

Tax



Roberto Pellizzari

Partner

roberto.pellizzari@lcalex.it

[GO TO PROFILE](#)

IP, Media, Tech & Data



Giulio Vecchi

Partner

giulio.vecchi@lcalex.it

[GO TO PROFILE](#)

Labour



Giuseppe Bologna

Partner

giuseppe.bologna@lcalex.it

[GO TO PROFILE](#)

Administrative Law



Orsola Torrani

Partner

orsola.torrani@lcalex.it

[GO TO PROFILE](#)

Litigation & Arbitration



Gian Paolo Coppola

Partner

gianpaolo.coppola@lcalex.it

[GO TO PROFILE](#)

Banking, Finance & AML



Giancarlo Ranucci

Partner

giancarlo.ranucci@lcalex.it

[GO TO PROFILE](#)

Shipping, Transportation & Customs



Davide Magnolia

Partner

davide.magnolia@lcalex.it

[GO TO PROFILE](#)



Giacomo Falsetta

Partner

giacomo.falsetta@lcalex.it

[GO TO PROFILE](#)

Sports Law



Federico Venturi Ferriolo

Partner

federico.venturiferriolo@lcalex.it

[GO TO PROFILE](#)

Food Law



Nicola Lucifero

Partner

nicola.lucifero@lcalex.it

[GO TO PROFILE](#)

Real Estate



Andrea Marani

Partner

andrea.marani@lcalex.it

[GO TO PROFILE](#)

White Collar Crime



Matteo Uslenghi

Partner

matteo.uslenghi@lcalex.it

[GO TO PROFILE](#)

Track record





ACROBÀTICA

Adevinta



FCA
FIAT CHRYSLER AUTOMOBILES



wyscout



Assisting the client, the famous Italian football club, with a town-planning, environmental, planning and construction feasibility study for the new AC Milan stadium project in the Arexpo (i.e., ex Expo Milano 2015) area.*

Basketball clubs and players

Assisting the clients in contractual disputes before the Basketball Arbitral Tribunal; in particular, successfully representing a basketball player in a dispute with his former club relating to a breach of contract without just cause, and a prominent Euroleague club in a dispute following the unilateral termination of the head coach's contract.



Assisting the client, an Italian company leader in the construction sector for rope work, in negotiating the sponsorship agreement with Torino Football club.



Assisting the client, European leader in yachting paints, in sponsorship contracts for various yachting and sailing races including Giovanni Soldini's Maserati Cape2Rio speed record trial.



Assisting the client, a global online classified advertisements specialist operating in 15 countries, on an ongoing basis by providing comprehensive legal assistance. This includes drafting and reviewing agreements with dealers, sponsorship and marketing agreements with online service providers, as well as addressing privacy and data protection issues.



Assisting the client, a leading agency specialising in commercial partnerships, talent representation and partnership management, with: (i) drafting sponsorship contracts and image rights agreements; (ii) addressing unauthorized exploitation of player image rights in Esports; (iii) drafting agreements for sponsorship rights exploitation in Esports; (iv) negotiating procurement agreements.



Assisting the client, the famous online marketplace that connects people who want to rent out their property with people who are looking for accommodation, in the drafting of terms and conditions and marketing agreements.

Famous tennis player

Assisting the client, a top-5 ATP player, with his sponsorship/endorsement contracts with a renowned sport luxury brand.

* Client advised by LCA professionals prior to joining LCA Studio Legale



FIAT CHRYSLER AUTOMOBILES

Assisting the client, now part of Stellantis, in major litigation matters including a series of cases relating to the sponsorship of the Mille Miglia car race.*

**Football players,
clubs and coaches**

Assisting the clients with contractual disputes, bridge transfer issues, and FIFA Training Compensation and Solidarity Mechanism claims before the FIFA Dispute Resolution Chamber (DRC) and Players' Status Chamber (PSC).



Assisting the client, a major player in the sale of out-of-home (OOH) advertising spaces located in the Italian main train stations, on a project for the realization of a GO TV (i.e., a media service based on closed circuit technology) for the transmission of content delivered by major broadcasting companies (including Sky, Discovery, Paramount), drafting and negotiating exclusive licensing agreements with content right-holders, and resolving certain issues regarding the use of third-party content (mainly music).



Assisting the client, a famous Italian grocery store chain, in finding a settlement agreement after being accused by the Italian Olympic foundation to unlawfully use Olympic properties in one of its advertising messages, thus practicing ambush marketing during the Winter Beijing Games.



Assisting the client, holding company belonging to the Lendlease group, a globally integrated real estate and investment group, in drafting and negotiating all relevant contracts for the construction of a new €358 million campus for the University of Milan on the former Expo Milano 2015 site. Also assisting in establishing a consortium with the University of Milan and Human Tecnopole to acquire water extraction concessions from Arexpo S.p.A., manage water wells, and produce thermal energy.

**Major US media
company**

Assisting the client, a global leader in the audiovisual industry, regarding various legal and contractual aspects related to the Italian operation concerning the broadcasting and exhibition of the Olympic Games to be held in Milan and Cortina in 2026.



Assisting the client, an Italian luxury fashion brand specialized in ready-to-wear outerwear, in defending from the accusations of practicing so-called "ambush marketing" during the 2022 Beijing Winter Olympic Games.



Assisting the client, a series of professional ice hockey simulation video games developed by EA Vancouver under license from the National Hockey League (NHL), on local compliance and related matters for the 2022, 2023, and 2024 NHL Gaming World Championship, a major esports tournament featuring the best players in the world. Areas of assistance included intellectual property, media law, prize contests, consumer protection, and minors' rights. The firm also drafted Italian-language terms and conditions for participants.

* Client advised by LCA professionals prior to joining LCA Studio Legale



Assisting the client, a renowned Italian football team, in replying to the claim raised by Warner Bros Entertainment and DC Comics about the alleged infringement of their rights on the trademark "SUPERMAN" (and, namely, the famous shielded "S"), used by Parma Calcio 1913 for the social networks campaign designed to announce the return to the team of the worldwide famous goalkeeper Gianluigi Buffon.

Paulo Dybala

Assisting the client, the Argentinian World Champion football player, in the negotiation of contracts for the exploitation of his image rights.

Prominent football player

Assisting the client regarding (i) issues related to the exploitation of his image rights, and (ii) the negotiation, drafting, and execution of sponsorship agreements.



Assisting the client, an international agency, in amending its Italian branch's bylaws to comply with the requirements set out by FIGC (the Italian football federation) and CONI (the Italian Olympic committee).

Republic of Tunisia



Assisting the client in the negotiation and drafting of all necessary agreements allowing the Republic of Tunisia to participate in Expo Milano 2015 and providing general assistance during the Exposition.



Assisting the client, the Italian branch of Japan's oldest architectural, engineering, and construction firm, in their dispute against the building company that constructed the Japan Pavilion of Expo 2015 Milano. The Client was the general contractor for this project.



Assisting the client, international market leader in the telecommunication field, in an urgent court case brought by Telecom Italia S.p.A. before the Court of Milan against Vodafone Italia, Expo 2015 S.p.A., Milan Chamber of Commerce and Municipality of Milan for ambush marketing and unfair competition.



Assisting the client, an Italian company specializing in football analytics, on negotiating and drafting agreements with football clubs worldwide regarding TV rights for football matches.



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