

**BERNARDI
STUDIO
LEGALE**



Transnational tailored legal assistance

BERNARDI
STUDIO
LEGALE

China since 1998



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**TRANSNATIONAL
TAILORED LEGAL
ASSISTANCE**



FOCUS

Strong translational imprinting: this is the DNA of Bernardi Studio Legale (BSL), a firm who assists Italian companies operating in China and Chinese companies investing in Italy.

BSL follows the cross border investments during each phase thereof, providing to the investors, being them Italian or Chinese, throughout support, handling contractual, corporate, labor and IP legal matters.

BSL bases its roots on the twenty years' experience of its founder, Paola Bernardi, who has rendered advise on China cross-border projects since 1998. Paola brings a wealth of experience to BLS, whose expertise is further enhanced by the consolidated and long term cooperation with external professionals, operating in the various field where the firm renders its services.

ITALIAN PRACTICE

BSL Italian Practice advises overseas entrepreneurs on their investments in Italy, serving predominantly Asian customers. Mergers & acquisition are the core business of BSL Italian practice: BSL assists clients in identifying Italian target assets, completing legal due diligence, negotiating sale and purchase contracts and finalizing the acquisition of going concern and of the assets of bankrupted companies, of IP rights as well as of real estate.

The language expertise of BSL's professionals (all fluent in Chinese and English), as well as their knowledge about the restrictions imposed by the Chinese law to outbound investments (such as foreign exchange issues and government approval), as well as about cultural differences, are all crucial: they enable BSL professionals to anticipate and effectively solve critical issues for foreign clients, and thus to optimize projects' planning and implementation from Asia to Italy.



DISCOVER OUR APPROACH

技术诀窍

争议解决

开发技术

收购

知道

房地产

许可费

咨询

投资

知识产权

合资公司

融资

商标

合同

股东



BUSINESS
o o o

1 FIRST MEETING



We leverage on ur experience to understand the goals and needs of our asian clients.



2 PLAN DEVELOPMENT



We create the investment strategy and the quotation according to the client's needs.
OUR STRENGTHS:



Trademarks acquisition



Acquisitions



Real Estate Investments



Technology License and Development



Dispute resolution



3 PLAN FREEZE



We finalize, jointly with the client, the investment plan:

1ststep_Presentation

2ndstep_Adjusting

3rdstep_Plan Freeze



4 PLAN EXECUTION



- ▶ company incorporation
- ▶ acquisition of companies
- ▶ in bonis / bankrupted
- ▶ IP purchase
- ▶ real estate purchase

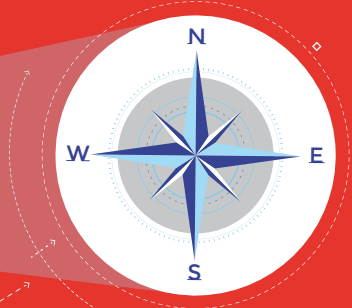


CHINESE PRACTICE

The mission of BSL Chinese Practice is to offer a throughout and long term legal support to Italian companies operating in China: BSL identifies the most suitable cross-border investment structure, conducts relevant negotiations, drafts contracts subject to Chinese law, incorporates companies in the PRC and assists its clients on local M&A. BSL also manages IP issues in China, coordinates and monitors civil lawsuits in Chinese courts and arbitration commissions (credit recovery, commercial disputes, etc.) on behalf of its Italian clients; BSL provides assistance in the evaluation and planning of cross border tax issues, and advises on labor issues subject to Chinese law. BSL's goal is to support its clients from the initial phases of their access to the Chinese market, to proactively accompany them during the whole project implementation phase, so as to effectively address all legal and cultural issues. The legal advice on Chinese matters is rendered by qualified Chinese lawyers, coordinated and supervised from Italy.



ENJOY OUR WORKING METHOD



1 FIRST MEETING

AT OUR OFFICES

We listen to your needs and goals



I understand your requirements

I need



2 PLAN DEVELOPMENT

We create the investment strategy and the quotation according to the client's needs.

OUR NETWORK:



Custom Experts



Tax Experts



Chinese Disputes Correspondents



IP Correspondents



Consulting Companies for Market Research

3 PLAN FREEZE

We finalize, jointly with the client, the investment plan:

1st step PRESENTATION

2nd step ADJUSTING

3rd step PLAN FREEZE



4 PLAN EXECUTION

- ▶ company incorporation
- ▶ contracts negotiation
- ▶ due diligence
- ▶ acquisition
- ▶ IP registration
- ▶ royalties management
- ▶ employment



ASIAN PRACTICE

China today is the hub for Asia. BSL has thus expanded its expertise and its partnerships with external professionals, in order to assist companies interested into penetrating the Asian markets, using Italy or China as their springboard. BSL Asian Practice preeminently advises on the incorporation of companies and registration of offices in Asia, as well with respect to contract drafting and negotiations. BSL further assists its clients to delocalize productive enterprise from China to the South East Asia. Key area of practice is the assistance rendered to Italian companies wishing to develop franchising and retail networks on the Asian markets. Through its network of local correspondents, BSL monitors all legal aspects of the Asian project, including contractual and human resources matters, as well as coordinates local commercial disputes, thus supporting its clients in the management of all project's legal aspects, with timely feedbacks available directly in Italy at the clients' office.



INTELLECTUAL PROPERTY RIGHTS

BSL's extensive and diversified experience in **China** includes handling administrative procedures before the China Trademark office, the Trademark Review and Adjudication Board as well as in special IP courts. BSL has successfully recovered trademarks registered by Chinese squatters, obtained trademark invalidation and defined overall trademark protection strategies for its Italian clients with a China TM portfolio. BSL has dealt with the competent IPR administrative authorities and local customs to stop serial counterfeiters. All such activities are performed in strict coordination with its Chinese trademark agents and the clients' Italian trademark agents. In **Italy**, BSL assists its foreign clients in the purchase of Italian trademarks, carries out the due diligence about the TM status, negotiates the relevant agreements and updates official registrations, via its consolidated network of Italian trademark agents, all that performed with timely reporting in Chinese and English to its overseas clients.



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Network

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CROSS BORDER SOLUTIONS