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GLOBAL ADVERTISING LAWYERS ALLIANCE

Areas of Expertise

- Advertising, marketing and sales promotion law
- Administrative law
- Data protection and privacy issues
- Electronic commerce, intellectual property rights
- EU regulations.



Mr. Hofer, Dr. jur. Avv., is a founding partner of Hofer Lösch Torricelli, which provides legal services in throughout Italy, to Italian and foreign clients whose businesses require legal assistance either under the European, national or local regulations. His practice concentrates on counselling and litigation in advertising, marketing and sales promotion law, commercial, company and administrative law, data protection and privacy issues, electronic commerce, intellectual property rights, ecology and environment.

Mr. Hofer is author or co-author of a number of books and articles on advertising, marketing and sales promotion issues and on company law as well as a frequent speaker in congresses and seminars on related topics. He is the member for Italy of the European Advertising Lawyers' Association for which he served as the General Manager during the period 2001-2002 and of the Global Advertising Lawyers' Alliance.

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