

ENRICO BONADIO



Senior Lecturer in Law at City University of London (United Kingdom)
Solicitor of England and Wales - Avvocato (Italy)

OTHER SELECTED ACADEMIC POSITIONS AND ACTIVITIES

- **Visiting lecturer** at the **WIPO LLMs in Intellectual Property**: (i) Turin, Italy (2008- to date) and (ii) Ankara University, Turkey (2017-to date)
- **Visiting Professor** in Intellectual Property law at Universite' Catholique Lyon (France) (2011-to date)
- **Visiting Research Fellow** at Tel Aviv University, Tel Aviv (Israel) (December 2018 and April 2019)
- **Visiting Professor in Intellectual Property Law** at University of Turku (Finland) (2013 -2017)
- **September 2016 – December 2016: Visiting Scholar** at **CUNY Law School**, New York (US)
- **September 2013 – December 2013: Visiting Scholar** at **Melbourne Law School**, University of Melbourne (Australia)
- **June 2015 – to date – to date: External examiner** for Birkbeck University (Intellectual Property Law exams – undergraduate students)
- **March 2010 – June 2014: Visiting Professor** in at Universit Jean Moulin Lyon 3 (France), courses on European Intellectual Property Law on the LLM in International and European Law
- **December 2009 – December 2010: Lecturer in Intellectual Property and Information Technology Law** at University of Abertay Dundee

SELECTED PUBLICATIONS

Books

1. *“The Cambridge Handbook of Copyright in Street Art and Graffiti”* (edited) (Cambridge University Press, forthcoming 2019)
2. *“Non-Conventional Copyright – Do New and Atypical Works Deserve Protection?”* (edited with Nicola Lucchi) (Edward Elgar, 2018)
3. *“The New Intellectual Property of Health – Beyond Plain Packaging”* (edited with Alberto Alemanno) (Edward Elgar, 2016)
4. *“TRIPS Patent System and Genetic Resources”* (2008) Collana del Dipartimento di Istituzioni, Impresa e Mercato “A. Cerrai”, University of Pisa, Editore Jovene, Napoli, (XIV - 362 pp.)

Academic Articles

1. “**How Far Can Copyright Be Stretched? - Framing the Debate on Whether New and Different Forms of Creativity Can Be Protected**” – *Intellectual Property Quarterly*, 2019/2
2. “**Intellectual Property Aspects of Robotics**” – (with Luke McDonagh and Christopher Arvidsson) (2018) *European Journal of Risk Regulation*
3. “**Copyright Protection of Street Art under UK Law**” (2/2017) *Intellectual Property Quarterly*, pp. 1-39
4. “**The Case for Incentivizing Healthy Food by Using Patents**” (2016) Vol. 20 *Marquette Intellectual Property Law Review*
5. “**Bans, Morality and Public Policy: Some Reflections on the Ban on Registration of Controversial Trademarks**” (2015) *Marquette Intellectual Property Law Review*, pp. 39-61
6. “**Are Brands Untouchable? How Availability and Use of Trademarks Can Be Restricted for Furthering Public Interests**” (2014) *Charlotte Intellectual Property Journal*
7. “**Bans and Restrictions on the Use of Trade Marks and Consumers' Health**” (4/2014) *Intellectual Property Quarterly*, pp. 323-342
8. “**Standardization Agreements, Intellectual Property Rights and Anticompetitive Concerns**” (2013) *Queen Mary Journal of Intellectual Property*, pp. 22-42
9. “**Plain Packaging of Tobacco Products under EU Intellectual Property Law**” (2012) *European Intellectual Property Review*, pp. 599-608

Book Chapters

10. “**Logo? No Logo? The WTO Dispute on Plain Packaging of Tobacco, and Beyond**”, in Christopher Geiger (ed.) “*Research Handbook on Intellectual Property and Investment Law* (Elgar, forthcoming 2019)
11. “**Pornography and Copyright**”, in “*Non-Conventional Copyright – How Far Copyright Boundaries Can Be Stretched?*” (E. Bonadio – N. Lucchi, eds.) (Elgar 2018)
12. “**On the Nature of Trademark Rights - Does Trademark Registration Confer a Positive or Negative Right?**”, in E. Bonadio – A. Alemanno (eds.), *The New Intellectual Property of Health-Related Goods* (Elgar 2016)
13. “**Using Patents to Encourage the Manufacture and Dissemination of Healthier Foodstuff**”, in E. Bonadio – A. Alemanno (eds.), *The New Intellectual Property of Health-Related Goods* (Elgar 2016)
14. “**Patents and Morality in Europe**”, in I. Calboli, S. Ragavan (eds.), *Reconciling Diverse Identities and Intellectual Property* (CUP, forthcoming)
15. “**The Impact of Lifestyle Regulation on Intellectual Property: Packaging Appropriation Measures and Other IP-Restrictive Measures**”, in A. Alemanno, A. Garde (eds.), “*Regulating Lifestyle Risks – Europe, Alcohol, Tobacco and Unhealthy Diets* (CUP, forthcoming)
16. “**Plain Packaging of Cigarettes under EU Law**” (with A. Alemanno), in A. Mitchell, T. Voon and J. Liberman (eds.), “*Public Health and Plain Packaging of Cigarettes: Legal Issues*” (2012), pp. 214-237

GRANTS / ACADEMIC AWARDS

- Awarded €100,000 as part of a **EU Horizon 2020** funding bid – **INRobots**, which will investigate robotic technologies and intellectual property (with Dr Luke McDonagh) (2018-2020)
- Awarded £37,500 as part of the project “**TRILATTRADE: UK-EU-JAPAN Trade Relations: Modelling Trade, Regulation and IP**” – grant by Economic and Social Research Council (ESRC)

- Awarded £17,500 - GCRF Institutional Block Grant for the project *Achieving Synergy between Intellectual Property, University Innovation and Social Enterprise in the UK, Mexico and Cuba* (with Dr Luke McDonagh) (2018-19)
- Awarded £3,900 - HEIF (Higher Education Innovation Funding) for the project “*Boosting the Impact of Intellectual Property, University Innovation and Social Enterprise in the UK, EU & Japan – Robotics, Patents and Knowledge Exchange*” – February-July 2019 (with Dr Luke McDonagh)
- Awarded £1,000 in the City, University of London *Images of Research* competition for the project “*Give Graffiti Copyright!*” (2018)
- Awarded £3,100 - HEIF (Higher Education Innovation Funding) for the project “*A Copyright Analysis of Street Art through Images*” (2018)
- Awarded £3,600 - HEIF (Higher Education Innovation Funding) for the project “*Achieving Synergy between Intellectual Property, University Innovation and Social Enterprise in the UK, EU & Mexico – Robotics, Patents and Knowledge Transfer*” – April-May 2018 (Aim: to contribute to the writing of an IP policy for Mexican Universities that supports social innovation) (with Dr Luke McDonagh)
- *Erasmus+ Staff Mobility Grants* €659 (2016), €975 (2015), €744 (2013), €1,010 (2012)
- First prize in the *ECTA* (European Communities Trademark Association) *Award Competition* in the professional category for the paper “*An Analysis of Plain Packaging of Tobacco Products under EU IP Law*” (co-authored with A. Alemanno), amount awarded: € 3,000
- Grant awarded by Society for Risk Analysis (AUD 3,000) to participate to the Society for Risk Analysis 2012 World Congress “Risk and Development in a Changing World”, 18 - 20 July 2012, at The Sydney Convention and Exhibition Centre, Sydney (Australia). Paper presented “*Patentability of Stem Cells and Morality Issues in the EU after Bristle*”

MEMBERSHIPS

- Member of the **Law Society of England and Wales**
- Italian-qualified lawyer (**Avvocato**). Member of the **Milan Bar** (2003-2011) and of the **Pisa Bar** (2011-2016)
- Member of **ATRIP** (*International Association for the Advancement of Teaching and Research in Intellectual Property*)

INTERVIEWS AND MEDIA APPEARANCES

- 1 March 2019 – appearance in **The Times** on the legal action brought by street artist Banksy against an Italian museum
- 1 March 2019 – interview with **Swiss TV Radio** on the legal action brought by street artist Banksy against an Italian museum (<https://www.rsi.ch/play/radio/attualita-culturale/audio/banksy-e-il-diritto-dautore-o-di-marchio?id=11392647&fbclid=IwAR3DSWA7J1MCTxSsA5wnmQu427BuXpbStTSMDR4MsH0C8x4uCI-OPBCY7I>)
- 24 December 2018 – interview with **Trebuchet** art magazine on copyright aspects of street art (<http://www.trebuchet-magazine.com/enrico-bonadio-the-legal-world-and-street-art>)
- 22 December 2018 – interview with **Radio Sputnik** on Banksy’s latest murals and his identity

- 17 September 2018 – interview with Italian magazine **BusinessCommunity.it** on the EU Directive Proposal on Copyright in the Digital Single Market (<http://www.businesscommunity.it/m/20180926/idee/bonadio-le-le-nuove-regole-europee-possano-minacciare-l-ironia-dei-meme-e-la-cultura-contemporanea.php>)
- 18 September 2018 – appearance in **Daily Mail**, **The Independent (Ireland)** and other media outfits on geographical indications for food and beverages and Brexit (<https://www.dailymail.co.uk/wires/ap/article-6184407/Port-wine-Feta-Brexit-spell-trouble-famed-EU-names.html>)
- 14 September 2018 – interview with **Associated Press** on geographical indications for food and beverages and Brexit (<http://www.aparchive.com/metadata/youtube/a423abc21d4b2f28d5406b5f53a2750a>)
- 14 September 2018 – interview with Italian radio broadcaster **Controradio** on the EU Directive Proposal on Copyright in the Digital Single Market (<https://www.controradio.it/podcast/direttiva-sul-copyright-enrico-bonadio>)
- 2 August 2018 – article in **The Independent** on Brexit implications for geographical indications for food (<https://www.independent.co.uk/voices/brexit-luxury-food-drink-prosecco-champagne-eu-protected-designation-pdo-a8474651.html>)
- 22 February 2018 – article in **The Independent** on the Graffiti 5Pointz case (<https://www.independent.co.uk/arts-entertainment/art/5pointz-graffiti-artists-sued-property-knocked-down-frederic-block-meres-one-a8223031.html>)
- 22 May 2017 – interview with **BBC Radio Merseyside** on UK tobacco plain packaging
- 17 October 2016 – article in **The Independent** on a case of imitation of graffiti by McDonald's (<https://www.independent.co.uk/arts-entertainment/art/features/mcdonalds-copyright-war-street-artists-corporations-banksy-a7365826.html>)
- 17 August 2016 – interview student with **Radio Študent Ljubljana** on the Philip Morris v Uruguay international arbitration case on tobacco packaging (<https://radiostudent.si/politika/offsjad/ohladiitveni-skok-v-svet-pravic-investitorjev>)
- 12 May 2016 – interview with **Press Association** on UK government's decision to charge BBC iPlayer users, with comments picked up by the Daily Mail <http://www.dailymail.co.uk/news/article-3586462/Half-million-BBC-iPlayer-free-riders-pay-licence-fee-classic-shows-pay-view.html>
- 10 December 2015 - interview with **The Wall Street Journal** on the UK litigation over plain packaging of tobacco (<http://www.wsj.com/articles/big-tobacco-challenges-u-k-s-plain-packaging-laws-in-high-court-1449759864>)
- 9 December 2015 - interview with **Bloomberg** on the UK litigation over plain packaging of tobacco (<http://www.bloomberg.com/news/articles/2015-12-09/big-tobacco-is-back-in-court-to-save-u-k-brands-from-extinction>)
- 9 December 2015 - interview with **City AM** on the UK litigation over plain packaging of tobacco (<http://www.cityam.com/230542/big-tobacco-firms-philip-morris-british-american-tobacco-and-imperial-tobacco-take-up-arms-against-uk-governments-plain-packaging-legislation>)
- 1st December 2015 - interview with **Chartered Global Management Accountant (CGMA) Magazine** on patent box in UK
- 25 September 2015 - video interview with Italian newspaper **Il Fatto Quotidiano** on the US case regarding copyright protection of the Happy Birthday song (<http://tv.ilfattoquotidiano.it/2015/09/25/happy-birthday-lesperto-di-proprietà-intellettuale-sentenza-che-fara-storia/418706/>)
- 22 May 2015 – video interview with **CNN (Quest Means Business)** on the UK legislation on plain packaging of cigarettes (<https://www.youtube.com/watch?v=oC5MhyOA65w>)

- 25 September 2014 – appearance in **The Independent** on the “Keep the Faith” trademark registration (<http://www.independent.co.uk/arts-entertainment/music/news/northern-soul-fans-win-right-to-protect-clenched-fist-logo-from-trademark-9755953.html>)
- 4 September 2014 – radio interview with **BBC World (Business Daily)** on copyright protection of street art (<http://www.bbc.co.uk/programmes/p02513zp>)
- 10 June 2014 – interview with **Economia** (journal of The Institute of Chartered Accountants in England and Wales) on new contractual arrangements in the software industry (<http://www.economia.icaew.com/business/june-2014/following-funding-demand>)
- 22 October 2013 – radio interview with **SBS Radio** (Australia) on plain packaging of tobacco products (<https://www.sbs.com.au/yourlanguage/italian/en/audiotrack/plain-game>)
- 6 July 2012 - joined **The Guardian** on-line panel “*Academic integrity 2.0: maintaining values and openness in a digital world*” (<http://www.guardian.co.uk/higher-education-network/blog/2012/jul/05/plagiarism-ip-rights-and-academic-integrity>)
- February 2011 – interview with **The Times** in relation to CJEU Advocate General’s conclusions in *FAPL v QC Leisure and Murphy v Media Protection Services*
- 14 November 2010 – appearance in the **Herald Scotland** on plain packaging of cigarettes
- 18 August 2006 - video interview with **Bloomberg TV Italy** on counterfeiting in China

OTHER FORMS OF IMPACT

- Mentioned as IP expert in the **Wikipedia** page related to international arbitration case **Philip Morris v Uruguay**
- Mentioned in the **Wikipedia** page (Portuguese language) related to the “**Make America Great Again**” trademark story
- My research on **IP enforcement measures** cited in EU Adocate General Jääskinen Opinion in C-509/10 (*Geistbeck*)