



UIA

Union Internationale des Avocats
International Association of Lawyers
Unión Internacional de Abogados



**Ordine degli Avvocati
di Firenze**

Crypto, NFTs & Metaverse:

What We Need to Know From a Legal Perspective

Seminar presented by the UIA in collaboration with the Associazione Italiana Giuristi d'Impresa (AIGI), Ordine degli Avvocati di Firenze, Università degli Studi di Firenze, and Unione Giuristi Italiani del Vino e della Vite (UGIVI)

**FRIDAY,
MAY 12
& SATURDAY,
MAY 13, 2023**



Florence

ITALY

www.uianet.org

[#UIAFlorenceFoodLaw](https://twitter.com/UIAFlorenceFoodLaw)

Introduction

“But then, Alice said, if the world makes absolutely no sense, who is stopping us from inventing one?”

Alice in Wonderland by Lewis Carroll

Metaverse reality and relevant use of NFTs and cryptocurrencies - together with underlying policies and regulations, risks and opportunities - represent an extremely actual and controversial subject in all jurisdictions and economies worldwide. A subject largely discussed in Parliaments and in courts and which is becoming more and more of interest for various industries, for preserving and safeguarding existing assets and looking for future business opportunities in another promising market dimension. It is in fact expected to deeply influence the real world and this influence impact particularly the luxury sector, by allowing multiple industries to enhance their brands and expand their business.

The potential of blockchain is increasingly clear in the agri-food sector and NFTs are going mainstream in the food industry, by evolving into a specific ecosystem. Traceability of food products and electronic recording of self-control procedures into an incorruptible

immaterial are the prerequisite for ensuring the reliability of food supply chains and standardize their value, made not only of F&B well-known brands and businesses, but also of food-tech start-ups and venture capital-funded food production and delivery operators.

The purpose of this seminar is to analyse basic structure of Metaverse and NFT's and their practical enforcement in the international context and in relevant industries, by dealing with relevant legal tactics and strategies, with a particular focus on luxury brands and recourse to NFTs in agri-food industry.

Legal experts, in-house counsels, academics and practitioners will share their experiences and first-hand knowledge on a subject explored from many different legal perspectives, by adopting a multi-disciplinary approach.

Mark your diaries now, save the date and make sure to register!

We are looking forward to welcoming you to Florence!



ORGANISING COMMITTEE

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The UIA would like to thank the following partners



Programme

THURSDAY, MAY 11

19:00 WELCOME COCKTAIL

Kindly offered by *Ruffino S.r.l.* at:

Helvetia & Bristol Firenze – Winter Garden

Via dei Pescioni 2, 50123, Florence

FRIDAY, MAY 12

08:30 – 09:00 REGISTRATION OF PARTICIPANTS

Palazzo Incontri – Sala Verde di Intesa Sanpaolo

Via dei Pucci 1, Florence

Si ringrazia Intesa Sanpaolo per la concessione della sala.

Thanks to Intesa Sanpaolo for the concession of the room.

09:00 – 09:30 WELCOME AND OPENING OF THE SEMINAR

▪ **Gaetano VICICONTE**, Vice-President of the Florence Bar Association (*Ordine degli Avvocati di Firenze*), Florence, Italy

▪ **Carlo MASTELLONE**, UIA Vice-President, *Studio Legale Mastellone*, Florence, Italy

▪ **Maria Katharina RAUCHENBERGER**, Head of Legal and Compliance, *Ruffino & EMEA*, Responsible *AIGI Toscana and Umbria*, Florence, Italy

▪ **Diego SALUZZO**, President of the UIA Agri-Food Law Commission, *Grande Stevens Studio Legale Associato*, Turin, Italy

CHAIR OF THE MORNING SESSIONS:

Carlo MASTELLONE, UIA Vice-President, *Studio Legale Mastellone*, Florence, Italy

09:30 – 10:00 DIGITAL ASSETS AND METAVERSE

▪ **Savino DAMICO**, Head of Fintech Ecosystem Management and Monitoring, *Intesa San Paolo*, Turin, Italy

10:00 – 10:20 WELCOME TO THE METAVERSE: TECHNOLOGICAL INNOVATION, DIGITAL COMMUNICATION AND NEW MARKETING STRATEGIES!

▪ **Ettore Maria LOMBARDI**, Professor of Private Law and International Business Law, *University of Florence*, Florence, Italy

10:20 – 10:40 THE FUTURE OF DEMOCRACY IN A DIGITAL SOCIETY

▪ **Erik LONGO**, Associate Professor of Public Law, *University of Florence*, Florence, Italy

10:40 – 11:15 CRYPTO RELATED LITIGATIONS

▪ **Amy HARVEY**, President of the UIA Litigation Commission, *Ontier LLP*, London, UK

▪ **Gerard JAMES**, LLM Senior Associate, *William Fry*, Dublin, Ireland

11:15 – 11:30 COFFEE BREAK

11:30 – 11:50 BLOCKCHAIN AND PRIVATE INTERNATIONAL LAW

▪ **Benedetta CAPIELLO**, Professor of Public and Supranational Law, *University Statale*, Milan, Italy

11:50 – 12:10 THE METAVERSE AND EU PLATFORM LAW

▪ **Cristina PONCIBÒ**, Professor of Comparative Private Law, *University of Turin*, Turin, Italy

12:10 – 12:30 WILL THE METAVERSE AND NFTS ACT AS CATALYSTS FOR FINANCIAL DIGITIZATION?

▪ **Yonca Fatma YÜCEL**, Vice President of the UIA Banking and Financial Services Law Commission, *Istanbul Gedik University Law Faculty*, *Yigit Yücel International Law Firm*, Istanbul, Turkey

12:30 – 13:00 PROVIDING DIGITAL SERVICES FOR FINANCIAL CLIENTS IN THE METAVERSE: AN IN-HOUSE PERSPECTIVE

▪ **Carlo MUSSO**, Legal Director *CRIF S.p.A.*, Bologna, Italy

▪ **Marco BARTOLINI**, Senior Legal Advisor *CRIF S.p.A.*, Bologna, Italy

13:00 – 14:00 LUNCH

CHAIR OF THE SESSIONS:

Maria Katharina RAUCHENBERGER, Head of Legal and Compliance, *Ruffino & EMEA*, Responsible *AIGI Toscana and Umbria*, Florence, Italy

14:00 – 14:20 WEB2 TO WEB3: THE CHANGING FACE OF DIGITAL PRIVACY

▪ **Luana ROBERTO**, *OratioFortis Avocates*, Geneva, Switzerland

14:20 – 14:40 THE METAVERSE AND THE PRESERVATION OF DIGITAL LEGACIES

▪ **Fabrizio DE FRANCESCO**, *DFZ Legal*, Turin, Italy

14:40 – 15:00 BLOCKCHAIN AND IP: PROTECTING YOUR INTELLECTUAL PROPERTY IN THE METAVERSE AND ON NFTS

▪ **Odra PAPAEO**, *CVPM Legal*, Turin, Italy

15:00 – 15:20 BRANDING THE FUTURE: HOW THE METaverse & NFTS ARE CHANGING FASHION LAW

▪ **Borja SAINZ DE AJA TIRAPU**, *Uría Menéndez, Madrid, Spain*

15:20 – 15:40 ART AND CRYPTO: LESSONS TO BE LEARNED FROM THE FIRST FIELD THAT WIDELY ADOPTED NFTS

▪ **Massimo STERPI**, *President of the UIA Art Law Commission, Gianni & Origoni, Rome, Italy*

15:40 – 16:00 ACQUISITION AND MANAGEMENT OF NFT TIED ARTS BY MUSEUMS

▪ **Makoto SHIMADA**, *SAH & CO. Law Firm, Tokyo, Japan*

16:00 – 16:20 COFFEE BREAK

CHAIR OF THE SESSIONS:

Diego SALUZZO, *President of the UIA Agri-Food Law Commission, Grande Stevens Studio Legale Associato, Turin, Italy*

16:20 – 16:40 BLOCKCHAIN TECHNOLOGY AND NEW PATHS FOR AGRI-FOOD INDUSTRY

▪ **Eleni KATOPODI**, *LL.M Attorney, OIKON Law, Munich, Germany*

16:40 – 17:00 WEB3 TO LEVERAGE MADE IN ITALY PRODUCTS

▪ **Achille MINERVA**, *Co-founder ItaliaNFT, Milan, Italy*

17:00 – 17:30 NFTS IN THE WINE SECTOR UNDER AN AMERICAN PERSPECTIVE: BLOCKCHAIN, MARKETING AND INVESTMENTS IN FINE WINES

▪ **Jessica BAHR**, *Vice President, Deputy General Counsel & Chief of Staff, Constellation Brands, Inc., Chicago, IL, USA*

17:30 – 18:15 ROUND TABLE – CYBERFOOD AND NFTS - PROMOTING AND SAFEGUARDING ITALIAN PRODUCTS WORLDWIDE AND IN THE METaverse

▪ **Stefano VERGANO**, *Studio Legale Jacobacci & Associati, Turin, Italy*

▪ **Marco GIURI**, *UGIVI, Studio Giuri Avvocati Associati, Florence, Italy*

▪ **Nicola LATTANZI**, *Pirola Pennuto Zei, Milan, Italy*

▪ **Leonardo SERI**, *BMLEX studio legale associato, Milan, Italy*

▪ **Cristiano BACCHINI**, *BMLEX studio legale associato, Milan, Italy*

18:15 – 18:30 GENERAL DISCUSSION

20:00 OPTIONAL DINNER

Grand Hotel Baglioni – B-ROOF Restaurant
Piazza dell'Unità Italiana, 6, 50123 Florence

SATURDAY, MAY 13

08:30 – 09:00 REGISTRATION OF PARTICIPANTS

Palazzo Incontri – Sala Verde di Intesa Sanpaolo

Via dei Pucci 1, Florence

*Si ringrazia Intesa Sanpaolo per la concessione della sala.
Thanks to Intesa Sanpaolo for the concession of the room.*

CHAIR OF THE SESSIONS:

Stefano DINDO, *Past President of the UIA Agri-Food Law Commission, Studio Dindo, Zorzi & Associati, Verona, Italy*

09:00 – 09:40 DARKVERSE: THE CRIMINAL SIDE OF CRYPTOCURRENCIES AND METaverse

▪ **Etienne LESAGE**, *President of the UIA Criminal Law Commission, Lesage Avocats, Paris, France*

▪ **Véronique MOISSINAC MASSENET**, *Lawyer at the Paris Bar, Paris, France*

09:40 – 10:00 VIRTUAL ASSETS, CBDC & ANTI FINANCIAL CRIME

▪ **Barbara BANDIERA**, *President of the UIA Subcommittee – Compliance & Money Laundering, Milan, Italy*

10:00 – 10:40 LAWYERS ZOOM IN ON THE METaverse: OPENING LAW OFFICES IN VIRTUAL WORLDS TO CONNECT WITH CLIENTS AND ENTREPRENEURS

▪ **Marc RUTTLOFF**, *Gleiss Lutz, Stuttgart, Germany*

10:40 – 11:00 COFFEE BREAK

CHAIR OF THE SESSIONS:

Maria Katharina RAUCHENBERGER, *Head of Legal and Compliance, Ruffino & EMEA, Responsible AIGI Toscana and Umbria, Florence, Italy*

Diego SALUZZO, *President of the UIA Agri-Food Law Commission, Grande Stevens Studio Legale Associato, Turin, Italy*

11:00 – 11:40 DIGITAL HEALTHCARE IN THE METaverse: HOW WILL LAW ADAPT?

▪ **Jan MULLIGAN**, *Vice President of the UIA Health Law Commission, Mulligan Law Firm – A member of LEXING network, San Diego, CA, USA*

11:40 – 12:40 ROUND TABLE – METaverse: IS IT REVOLUTIONIZING OUR INDUSTRIES, MARKETS AND IN-HOUSE CLIENTS?

▪ **Domenica LISTA**, *Head of Corporate Affairs, Poste Italiane Group, Milan, Italy*

▪ **Rosy CINEFRA**, *Head of Legal and Compliance, NTT Data Italia, Milan, Italy*

▪ **Massimo SCARAVONATI**, *Legal Managing Counsel, Oracle, Milan, Italy*

▪ **Beatrice GRIFONI**, *Design, Communication and IP Legal Director, Valentino, Milan, Italy*

12:40 – 13:00 CLOSING REMARKS

General Information

SEMINAR VENUE

Palazzo Incontri – Sala Verde di Intesa Sanpaolo

Via dei Pucci 1, Florence

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→ CONTINUING LEGAL EDUCATION

Every participant attending the seminar will receive a “Certificate of Participation” at the end of the event that may be to obtain “Credits” for “Continuing Legal Education” – “Continuing Professional Development” purposes, depending on national rules. For more information, please contact the UIA.

The seminar is recognised by the **Florence Bar Association (Ordine degli Avvocati di Firenze)**: up to **9 credits**’ training for the complete programme.

Il seminario è accreditato dal Consiglio dell’Ordine degli Avvocati di Firenze: verranno riconosciuti fino a 9 crediti per la partecipazione a tutto il seminario.

→ REGISTRATION FEES

<i>*Amounts exclusive of VAT</i>	On or before April 12	From April 13
UIA MEMBER	<input type="checkbox"/> € 380*	<input type="checkbox"/> € 430*
UIA MEMBER - YOUNG LAWYER (<35)**	<input type="checkbox"/> € 280*	<input type="checkbox"/> € 330*
NON-MEMBER	<input type="checkbox"/> € 430*	<input type="checkbox"/> € 480*
NON-MEMBER - YOUNG LAWYER (<35)**	<input type="checkbox"/> € 330*	<input type="checkbox"/> € 380*
ITALIAN LAWYER / AIGI ASSOCIATE	<input type="checkbox"/> € 200*	<input type="checkbox"/> € 250*

Fees include:

- Attendance at all working sessions
- Welcome cocktail on May 11
- Lunch on May 12
- Seminar documentation
- Coffee breaks on May 12 & 13

The dinner on Friday, May 12 is optional and at additional charge.

** The VAT (22%) can be applied to the amount stated above according to the European Directive 2006/112/CE of November 28, 2006. If you provide an EU VAT ID number, the VAT will not be charged. For more information, please contact the UIA.*

*** Please attach proof of age to the registration form to benefit from young lawyers fee.*

→ LANGUAGE

The working language will be **English**.

Please note that the number of places at the seminar is limited. The organisers reserve the right to refuse registrations in the event of excess applications. In order for your name to appear in the **list of participants**, which will be distributed during the seminar, your registration form must be received by **May 2** at the latest. An updated electronic list will be sent by email to all the participants after the seminar.

→ HOTEL RESERVATION

Each participant should make his/her own arrangements for hotel accommodation in Florence. We recommend that you proceed with your reservations as soon as possible. The Seminar will take place at the **Palazzo Incontri, Via dei Pucci 1, Florence**.

A few hotel suggestions nearby are:

- **B&B LE STANZE DEL DUOMO**, Via Martelli 8, Duomo, 50129 Florence – 200 meters from the Seminar Venue
- **HOTEL DUOMO FIRENZE**, Piazza Duomo 1, Duomo, 50122 Florence – 200 meters from the Seminar Venue
- **FIRENZE AL DUOMO**, Piazza del Duomo 2, Duomo, 50122 Florence – 160 meters from the Seminar Venue
- **RICASOLI BOUTIQUE**, 15 Via Ricasoli, San Marco - Santissima Annunziata, 50122 Florence – 130 meters from the Seminar Venue
- **HOTEL BRUNELLESCHI**, Piazza Sant’Elisabetta 3, 50122 Florence - 450 meters from the Seminar Venue

Cancellation and General Conditions

→ CANCELLATION CONDITIONS

All cancellations will be subject to a 50% deduction and will have to be sent in writing, to be received by the Union Internationale des Avocats **no later than Avril 12, 2023**.

No refund will be made for cancellations received after this date.

VISAS

Anyone who requires a visa invitation letter in order to attend the seminar should register and pay their registration fees **no later than Avril 12, 2023** to ensure there is enough time to obtain a visa.

→ GENERAL CONDITIONS

All registrations received by the Union Internationale des Avocats (UIA) along with the full payment of fees corresponding to the events selected will be confirmed in writing.

The UIA reserves the right to cancel or postpone the seminar to a later date, change the seminar venue and/or programme, make any corrections or modifications in the information published in the seminar programme and cancel any invitation to participate in the seminar, at any time and at their entire discretion, without having to provide any reasons for the same.

Neither the UIA, nor any of its managers, employees, agents, members or representatives shall be held responsible for any loss or damage, of any nature, suffered (directly or indirectly) by a delegate, accompanying person or a third party following any cancellations, changes, postponements or modifications.

The UIA strongly advises participants to subscribe to modifiable and/or refundable services, as well as to take out a cancellation insurance.

Neither the UIA, nor any of its managers, employees, agents, members or representatives shall be held responsible for any loss or damage, of any nature whatever, suffered (directly or indirectly) by a delegate or accompanying person, except in case of death or personal injury due to gross negligence by the UIA.

The contractual relations between the UIA and each participant (delegate or accompanying person) in relation to the seminar are subject to French law and jurisdiction, to the exclusion of any other law. Paris is the city of jurisdiction.

FORMALITIES

It is the responsibility of participants to ensure compliance with police, customs and health formalities for their journey. Participants unable to take part in the seminar because of their inability to take a flight or any other means of transportation due to being unable to provide the documents required (passport, visa, vaccination certificate, etc.) cannot claim any reimbursement.

FORCE MAJEURE

“Force majeure” means any events external to the parties, of both an unforeseeable and insurmountable nature that prevents either the client or the participants, or the agency or service providers involved in organising the seminar, from executing all or part of the obligations provided for in the present agreement. By express agreement, such will be the case in the event of a strike affecting the means of transport, hotel staff, air traffic controllers, an insurrection, a riot or any prohibition whatsoever decreed by governmental or public authorities.

All cancellations will be refunded in full, minus €50 + VAT to cover administrative costs, provided that the UIA has received the registration documents and **total registration fees no later than Avril 12, 2023**.

If you register after this date, only 50% of the amount paid minus €50 + VAT to cover administrative costs will be refunded for cancellations due to visa refusals.

All cancellations due to a visa refusal must be sent in writing and reach the UIA **before the seminar**. Cancellations must be accompanied by a **proof of visa refusal**.

If your visa is issued after the seminar date or if you do not have proof of visa refusal, you will not be entitled to a refund.

It is expressly agreed that for the parties, a case of force majeure would suspend the execution of their reciprocal obligations. At the same time, each of the parties shall bear the burden of all the expenses incumbent upon them, resulting from the case of force majeure.

HEALTH

The organisers decline any responsibility in case of any health problems existing prior to the seminar that may lead to complications or be aggravated during the entire period of the stay: pregnancy, cardio-vascular problems, any allergies, special diets, any disorders under treatment and not yet consolidated on the day the seminar starts, psychic or mental or depressive illness, etc. (Non exhaustive list).

PERSONAL DATA PROTECTION

The personal data that you communicate to us shall be processed by the International Association of Lawyers (UIA – Union Internationale des Avocats), with its registered office at 9 rue du Quatre Septembre, 75002 Paris (Tel: +33 1 44 88 55 66 - Fax: +33 1 44 88 55 77 - privacy@uianet.org), in accordance with Act No. 78-17 of January 6, 1978 relating to data, files and freedoms and Regulation No. 2016/679 on data protection, as of its entry into force on May 25, 2018. Your data will be managed by UIA's General Services, Events and Accounts Section:

- For the purpose of administering your registration for the event and your on-site access to the event;
- In order to pay for the selected services - your bank details will be deleted after receipt of your payment;
- In order to communicate information messages from UIA.

To the extent necessary for the execution of their respective tasks, our subcontractors in charge of our seminar organisation, our IT infrastructure, our management, the production and maintenance of our website and extranet, are likely to gain access to your data from time to time. Their servers are located in the European Union.

Data relating to your participation in the event shall be stored for a period of 10 years. We are obliged to archive billing data until the end of the period required for our tax and accounting obligations, i.e. for 7 full tax years. We shall store your contact information to keep you informed until you ask us to stop. You have the right to access your data and have it corrected if necessary.

You may object to any processing of your data undertaken by us for the purposes of our legitimate interests. If you wish for more information, or to lodge a complaint, please contact CNIL (French Data Protection Authority).



Union Internationale des Avocats
International Association of Lawyers
Unión Internacional de Abogados

Registration Form

Crypto, NFTs & Metaverse: What We Need to Know from a Legal Perspective

FLORENCE, ITALY

FRIDAY, MAY 12 & SATURDAY, MAY 13, 2023

Register online at www.uianet.org

or please complete and return this form to: uiacentre@uianet.org

UIA (International Association of Lawyers)

■ Tel: +33 1 44 88 55 66 ■ Email: uiacentre@uianet.org

Family Name:

First Name:

UIA Identification number (if you already have one): M I _____

Firm:

Address:

Post Code: City:

Country:

Tel: Fax:

Email:

Date of Birth:

EU VAT ID-Number:

Special requests (special diet, allergies, handicap...):

Arrival/departure times & flight numbers:

Hotel:

A. SEMINAR REGISTRATION FEES

*Amounts exclusive of VAT	On or before April 12	From April 13
UIA MEMBER	<input type="checkbox"/> € 380*	<input type="checkbox"/> € 430*
UIA MEMBER - YOUNG LAWYER (<35)**	<input type="checkbox"/> € 280*	<input type="checkbox"/> € 330*
NON-MEMBER	<input type="checkbox"/> € 430*	<input type="checkbox"/> € 480*
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ITALIAN LAWYER / AIGI ASSOCIATE	<input type="checkbox"/> € 200*	<input type="checkbox"/> € 250*

* **The VAT (22%) can be applied to these amounts** according to the European Directive 2006/112/CE of November 28, 2006.

If you provide an EU VAT ID number, the VAT will not be charged. For more information, please contact the UIA.

** Please attach proof of age to the registration form to benefit from young lawyers fee.

B. SEMINAR SOCIAL ACTIVITIES

Please indicate below whether you plan to attend the following event **included** in the cost of your registration.

Welcome Cocktail – Wednesday, May 11

Lunch – Friday, May 12

C. OPTIONAL DINNER

(Not included in the registration fees)

Optional Dinner – Friday, May 12

• Please book person(s) for the dinner

€ 70 (Excl. VAT) x ___ / pers €

Total (C) (Excl. VAT) €

D. TOTAL

TOTAL (A) Excl. VAT – Registration Fees

€

TOTAL (C) Excl. VAT – Optional Dinner

€

TOTAL (A+C) Excl. VAT €

VAT IF APPLICABLE (22%)* €

If you provide an EU VAT ID number, the VAT will not be charged

TOTAL (A+C+VAT) €

* The VAT (22%) can be applied to the amount stated above according to the European Directive 2006/112/CE of November 28, 2006. If you provide an EU VAT ID number, the VAT will not be charged. For more information, please contact the UIA.

E. CANCELLATION CONDITIONS AND GENERAL CONDITIONS

I, the undersigned, confirm having read and accepted the cancellation policy and the general terms and conditions given on page 6 of the registration programme. My registration will only be taken into account after receipt of my payment.

The participant is aware that his/her image and/or voice may be recorded or filmed during the entire duration of the seminar and, by signing this registration form, grants UIA the right to use, reproduce and distribute the concerned images and recordings by any known or unknown means and on all types of media, for an unlimited duration, completely free of charge.

The undersigned acknowledges having been informed of the processing of the personal data contained in this form by UIA, as detailed on page 6 of the registration programme.

F. METHOD OF PAYMENT

By bank transfer in EUR, without charges to the payee, in favour of the Union Internationale des Avocats, quoting “2023 Florence Seminar”, to the following bank and account:

Société Générale – Paris Elysées Entreprise – 91 avenue des Champs Elysées – 75008 Paris – France

BIC / SWIFT N°: SOGEFRPP

IBAN: FR76 3000 3033 9200 0503 4165 164

Kindly attach a copy of your bank transfer order to your registration form

By credit card: Visa Mastercard

Card N°: _____

Expiry date: __ / __

3 digits: ___

Name of card holder:

I authorise the Union Internationale des Avocats to debit the above mentioned credit card in the amount of € (EUR)

Date: / /

Signature: