



TRADEMARKS PROTECTION



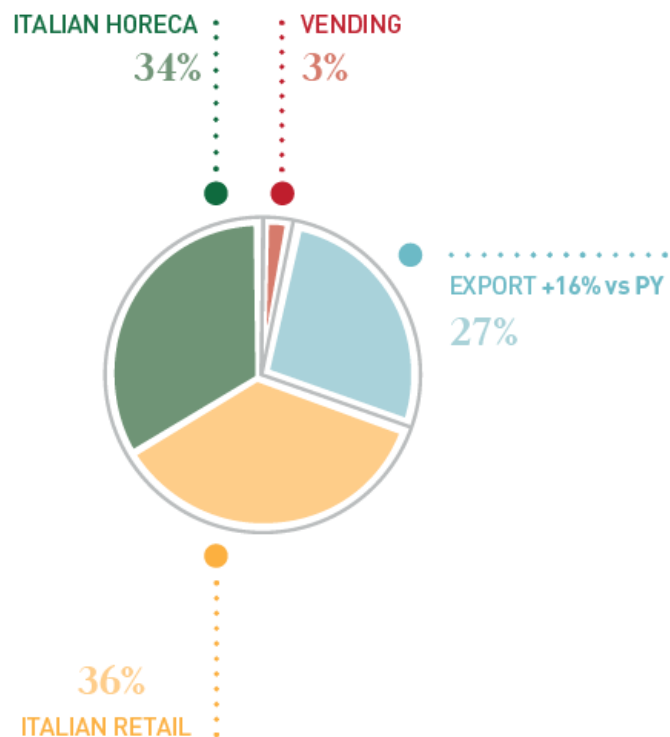


A family passion since 1882

For over 140 years, we've handed down our tradition generation to generation, bringing the authentic Italian espresso all over the world.

Facts & Figures.

2022 revenue €99,8 M



Present in over 90 countries



13,500

170+

PRODUCTION FACILITY (M²)

CAFFÈ VERGNANO 1882 IN THE WORLD



258

Employees and sales agents

7,000+

HORECA clients in Italy

From 1882 we have grow up with...



New brand image



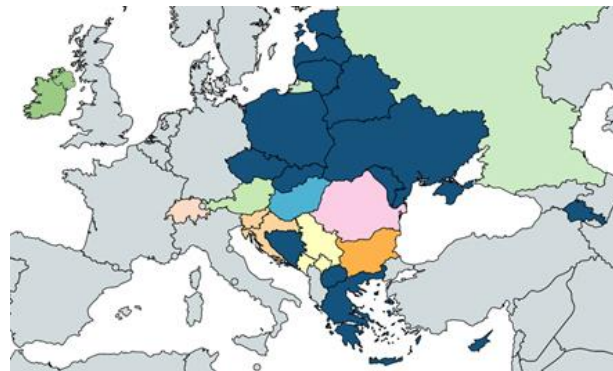
New Products



New Projects



New Concepts (stores)



New Countries



New Channels

The ideal partner in crime.

To deal with a new scenario:

- MORE COMPLEX
- MORE EXPENSIVE
- SENSITIVE

And most of all

We chose a partner for its...

- EXPERTISE
- LISTENING SKILLS
- PROACTIVITY

RELIABILITY

What we are doing together. CV Logo.

A «complex» management

- ✓ “Caffè” and “1882” are generic words, hardly protectable
- ✓ Frequent **provisional refusals** with requests for modifications due to product categories issues
- ✓ “Vergnano” and similar spelling surnames (Vergnani, Vergani, Vergano,...) are **common** in Italy and can cause confusion



CAFFÈ VERGNANO
our brand name includes the product and our family name. They always go together, since 1882

1882: foundation year

THE CIRCULAR SHAPES: enclose and unite the three elements of the logo, enhancing readability

GOLD AND BLACK: our corporate colours, inspired by the facades and signs of historical cafés, convey premiumness

Prevention is the best action

- ✓ Activation of the “**Surveillance Service**” for **brands and domains**
- ✓ **Patronymic** registration extended to
- ✓ **non-Latin characters**

The phonetic transcription of our brand

[kaffe ver'ɲano]

韋爾尼亞諾

If something appens...

Team working to:

- ✓ **Frame the third party** (client/distributor, good/bad faith,...) to act properly
- ✓ Proceed by **successive steps**, to reduce the **economic** commitment and **speed up** the re-appropriation of the brand
- ✓ **Interact with local correspondents** to facilitate the entire procedure, from identifying the problem to transferring ownership



What we are doing together. Logos and domains



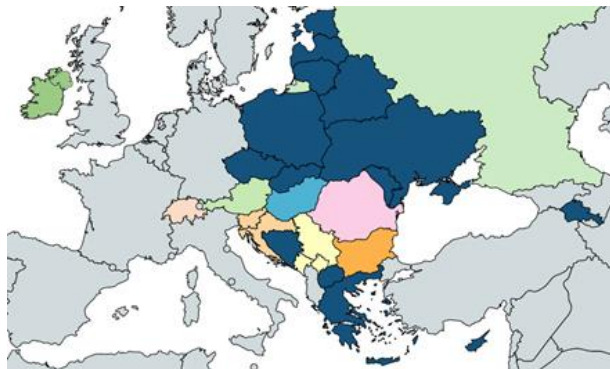
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Learnings and future guidelines.

Considering the international evolution of Caffè Vergnano, both in **commercial policy** and in the **shareholding structure**, it will be fundamental:

- **Preventive protection** through surveillance and registration in the Countries of interest
- Protection of the **word VERGNANO** because it is a strong patronymic brand that allows to have the **widest possible protection**; and **avoid costs and restrictions**
- Contracts with **Distributors**, to **regulate the ownership and use** of Caffè Vergnano logos (Caffè Vergnano registers the logo in the Country and allows the distributor to use it)

All this is made possible by an ongoing relationship of exchange and trust between the client and the law firm



THANK
YOU

