

## CURRICULUM VITAE: LUISA S. LEONE

### PERSONAL

Address: c/o Hewitsons LLP  
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UK  
Tel: +44 (0)1223 532714

Date of Birth: 27 April 1964

Nationality: Italian and British

Marital Status: Married

Languages: Bilingual in English and Italian; good knowledge of French

### EDUCATION

Secondary School: **St. Mary's Convent, Folkestone, UK** (*Sept 75-Jun 79*)

University: **George Mason University, Virginia, USA** (*Sept 79-Dec 82*)  
(formerly University of Virginia, North Campus)

BSc in Economics with Distinction (*Jan 83*)  
Dean's List (*Autumn 80-81; Spring 81; Autumn 82-83*)

**University of Cambridge, Fitzwilliam College, UK**  
(*Sept 83 - Jun 86*)

BA in Law, Class 2 Hons (*Jun 86*)  
MA in Law (*Jul 91*)

**University of Aberdeen, UK** (*Oct 92 - Jul 93*)

LLM (Environmental and Planning Law) with Distinction  
(*Jul 93*)

Professional: Admitted as Solicitor of the Supreme Court of England & Wales  
(*Oct 90*)

## EMPLOYMENT

### **Partner, Hewitsons LLP, Cambridge (Nov 01 to date)**

Responsibilities: Leading the firm's Competition Law Unit; and as a senior member of the Commercial Department providing advice on a wide range of commercial/IP/IT transactions as detailed below.

- *Competition/Other Regulatory:* assuming the lead role in the provision of EC/UK competition law advice and developing the client base; advising clients on merger control issues and submitting related notifications; preparing and defending against competition law complaints; devising competition law compliant distribution networks for major brand owners across the EU; performing legal risk audits; devising/implementing (via education and training) competition law compliance programmes; advising clients in connection with other regulatory matters, including consumer protection and product safety issues across various sectors, eg PPE, food, medicines, cosmetics and crop protection products; and devising lobbying strategies for clients concerned with European legislative developments in various fields (eg the food supplements, herbal remedies and functional foods sectors);
- *Commercial/IP/IT:* supporting the firm's Commercial Department, including negotiating/drafting a wide range of intellectual property/information technology agreements (eg software/hardware licences and research collaboration agreements) and other commercial agreements (eg agency, distribution, logistics and outsourcing agreements); and providing advice in connection with e-commerce matters generally.
- *Sports:* assuming the lead role in the provision of sports-related advice, including negotiating/drafting endorsement, merchandising and athlete/agency agreements, advising on national federation rules and devising anti-ambush marketing plans.

### **Senior Legal Counsel, Visa International Service Association, London (July 00 to Nov 01)**

Responsibilities: Giving legal advice on all competition and commercial/corporate matters involving Visa in Europe as detailed below.

- *Competition:* defending Visa in proceedings and/or investigations initiated by national competition authorities and the European Commission; advising management on the legality of commercial initiatives under European and national competition law and educating personnel on competition law;
- *Commercial/corporate:* drafting and negotiating a wide range of agreements, including agreements relating to the processing of debit/credit card transactions, the purchase or licensing of information technology, consultancy services and joint ventures.

**Senior Legal Counsel, NIKE, European Headquarters, Hilversum, The Netherlands (May 96 – Jun 00)**

Responsibilities: Giving legal advice on all major transactions involving NIKE companies in Europe including:

- Lobbying Member States and the European Commission on draft legislation (eg sponsorships, advertising, parallel trading and vertical restraints), notifications (eg exclusive purchase and distribution agreements) and investigations (eg anti-dumping);
- Appraising corporate strategies in the light of EU competition law (eg distribution, e-commerce and pricing); and monitoring and ensuring compliance (via training programmes) with EU laws, including competition, environmental, consumer protection and product safety laws;
- As a key spokesperson for the sporting goods industry under FESI (the European Sporting Goods Association) coordinating the formulation of industry-wide initiatives, including lobbying strategies, regarding major legislative developments;
- Drafting and negotiating a wide range of commercial contracts, eg endorsements for top athletes (eg Ronaldo and Maldini) and clubs (eg Arsenal, Inter Milan and the Brazilian national team); intellectual property licenses; distributorships at wholesale and retail levels including NIKETOWNS; and major construction projects (eg Nike's European HQ); and purchase of logistics/warehouse services;
- Providing oral/written advice on wide range of other issues such as customs, advertising, product labelling and opinion letters to banks/landowners.

*Voted "Employee of the Year" in 1999 by senior management*

**Assistant Legal Counsel, Benetton Group SpA, Treviso, Italy (Dec 93 - Apr 96)**

Responsibilities: Giving legal advice on all major transactions involving companies belonging to the Benetton Group and in particular:

- Commercial transactions particularly supply, distribution, agency and franchise arrangements and licenses of intellectual property right, including drafting/negotiating all relevant agreements, considering international trade law issues; and legal protection of intellectual property rights;
- International joint ventures, mergers and acquisitions, including drafting/negotiating all relevant documentation, carrying out due diligence investigations, setting up companies, as well as considering foreign investment laws (eg governmental restraints), competition rules and related clearance procedures at EU and member state level;
- Financial transactions concerned with group financing needs, including drafting and negotiating documentation relating to bank loans, eurobond issues, commercial paper programmes and capital markets issues generally.

**Junior Associate Lawyer, De Berti, Jacchia, Franchini, Forlani Law Firm, Milan and Brussels** (*Oct 90 - Sept 92*)

Responsibilities: Advising mainly British and Italian client companies on company/commercial matters involving in particular:

- Mergers, acquisitions and joint ventures, including preparation and consideration of draft documentation and application of Italian and EC competition laws;
- Company reconstructions and refinancings, including preparation and consideration of loan and security documentation and review of common law forms of security interest to ensure their enforceability under a civil law system;
- Financing of international trade deals, involving review of payment mechanisms and forms of security available to the seller and commercial transactions generally;
- EU law, particularly competition law issues in relation to joint ventures and company acquisitions, distribution, purchase and franchise agreements and licenses of intellectual property rights, and study of public procurement rules.

**Visiting Lecturer of English Contract Law, University of Milan, Italy** (*Jan 91-Jun 91*)

Responsibilities: Lecturing law students in their final year of university on the principles of English contract law involving a comparative study between English and Italian law and consideration of case-law and various academic writings.

**Trainee Solicitor, Addleshaw Goddard Solicitors, London, UK** (*Sept 88 - Aug 90*)

- Commercial Property: purchase and sale of office premises and shops;
- Litigation: general commercial disputes, foreign jurisdiction matters, insolvency matters; Mareva injunction applications; enforcement of judgments;
- EU: application of competition rules to joint ventures, exclusive supply purchase and distribution arrangements; procedures in UK, US and EC for blocking/clearing mergers;
- Company: general private company matters; mergers and share buy-outs.