

Kluwer Copyright Blog

Italy: Riccardo Pagani v. Leo Burnett Company S.r.l., Ordinary Court of Turin, 32855/2014, 31 March 2015

Elisabetta Ferraro (Trevisan & Cuonzo) · Sunday, June 21st, 2015

The Court of Turin held that the main idea for a finished work (a TV commercial for the FIAT 500) had been developed in an initial project carried out by the claimant and that this project was the basis for the subsequent authors' work. Consequently, the commercial was evidentially a development of his original idea. His work was therefore entitled to copyright protection in line with Article 1 of the Italian Copyright Law which protects works *'whatever their mode or form of expression'* and he was entitled to be named as a co-author of the advertisement.

A [full summary](#) of this case has been published on [Kluwer IP Law](#)

To make sure you do not miss out on regular updates from the Kluwer Copyright Blog, please subscribe [here](#).



Want to improve your IP strategy?

- Manual of Industrial Property
- IP Analytics
- Visser - Annotated European Patent Convention

230+ jurisdictions
36,000+ cases
100+ books
600+ IP law professionals as authors

Request a free demo now
KluwerIPLaw.com

Wolters Kluwer

This entry was posted on Sunday, June 21st, 2015 at 4:05 pm and is filed under [Authorship](#), [Case Law](#), [Italy](#), [Landmark Cases](#), [Originality](#), [Subject matter \(copyrightable\)](#). You can follow any responses to this entry through the [Comments \(RSS\)](#) feed. You can

skip to the end and leave a response. Pinging is currently not allowed.