

**Felice Meli**, Partner and Head of Anti-Counterfeiting operations of Ferrante IP

*Felice holds two Law Degrees from the University of Bologna in Italy and from the University of Glasgow's School of Law in Scotland. Living and advising on IP matters in China Mainland since 2012. With his legal background and experience in both civil and common law jurisdictions, Felice has built through the years extensive experience assisting enterprises from a wide range of industries in assessing and enhancing their intellectual property rights portfolios, providing strategies on registration and prosecution actions in China and south-east Asia. His experience extends also to enforcement of IP rights in China, from fighting the sale of counterfeits both online and in the marketplace to enforcement at trade fairs as well as customs border brand protection.*