

# "Communication in the time of Covid-19: a focus on the tourism and entertainment industries"

© Avv. Emanuela Truffo, Partner at Jacobacci e Associati – 4 febbraio 2021

---

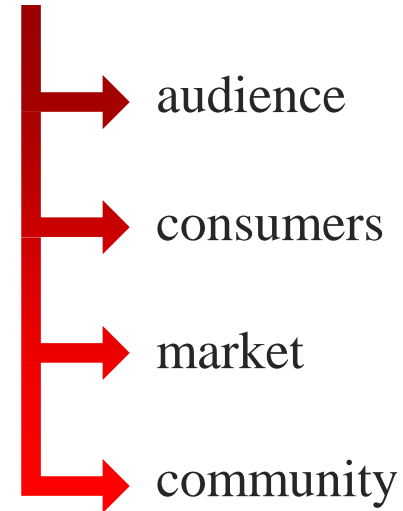
## Agenda

1. (Brand) Reputation: a possible definition;
2. Territorial scope;
3. Legal grounds;
4. Legal remedies;
5. Covid-19 pandemic and (brand) reputation;
6. Case histories;
7. Conclusions.

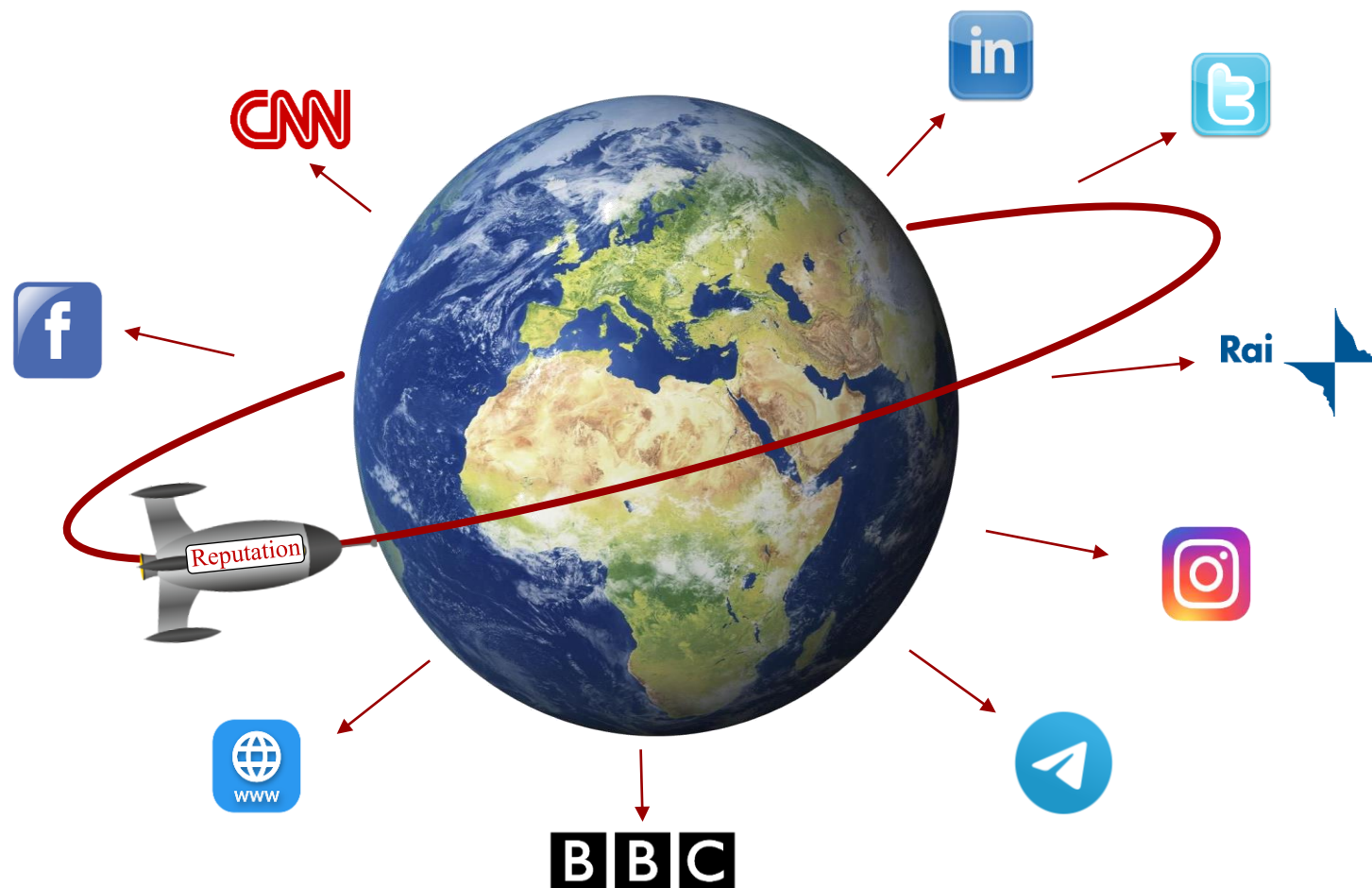
---

## 1. (Brand) Reputation: a possible definition

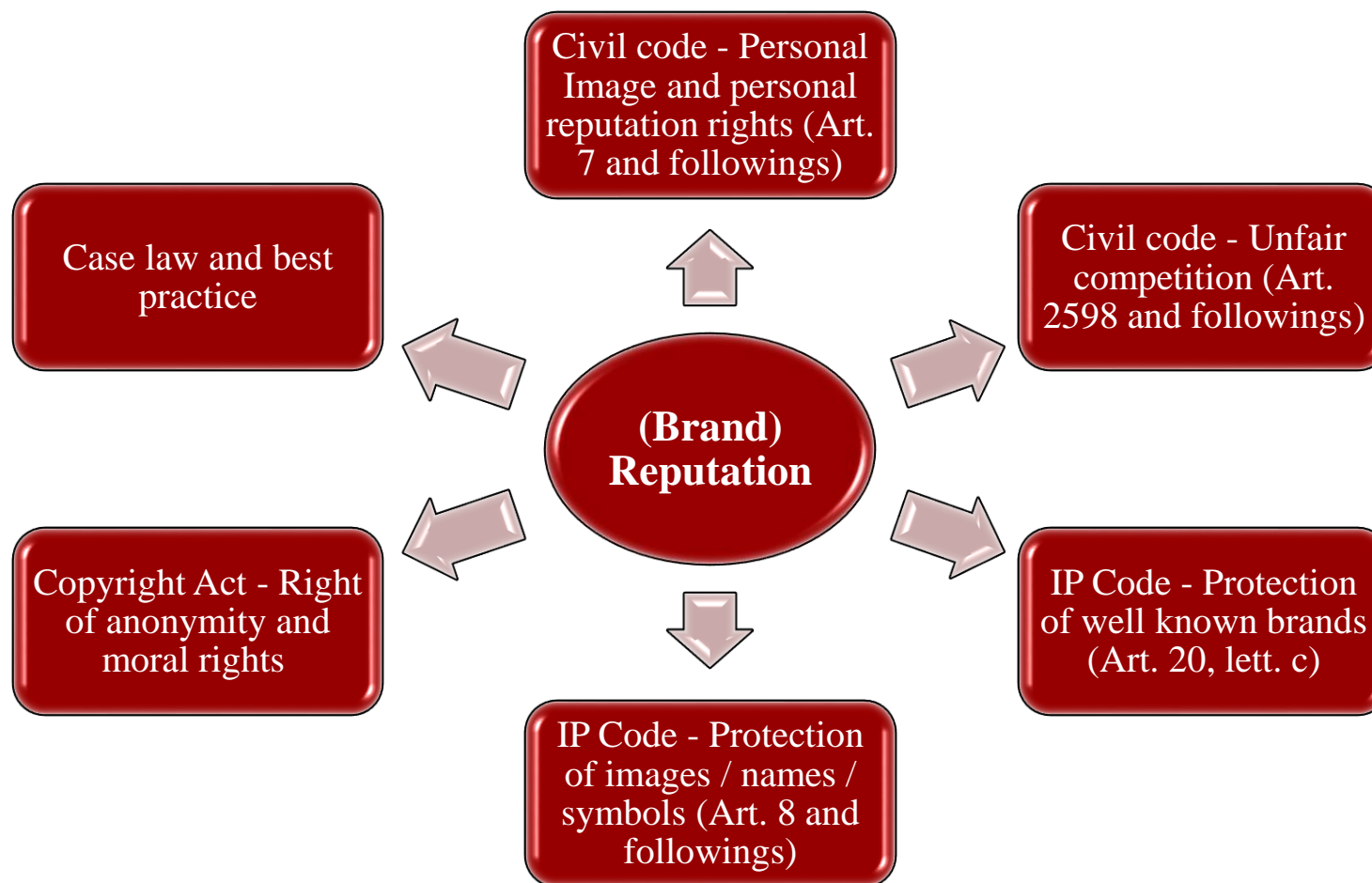
(Brand) Reputation = credits on the target



## 2. Territorial scope



### 3. Legal Grounds



## 4. Legal Remedies



---

## 5. Covid-19 pandemic and (brand) reputation

Does Covid-19 pandemic effect the  
(brand) reputation subject matter?

**NO!**

## 6. Case histories

### Covid Free: what does it mean?





---

## 7. Conclusions

1. (Brand) Reputation is no longer a national/domestic issue, but is a worldwide matter;
2. Any kind of detriment to the (brand) reputation amounts to a worldwide detriment and expose the active party to the risk of damages compensation calculated worldwide;
3. Covid-19 pandemic doesn't create a different concept of (brand) reputation;
4. Mind the jurisdiction *faux pas*.

---

## Index of image source

- Slide 4:
  - Heart: <https://i.pinimg.com/originals/3d/37/14/3d3714c44cc56da6de8b68454b02ac2e.jpg>
  - Spaceship: [https://cdn.pixabay.com/photo/2016/05/05/16/25/rocket-1374247\\_960\\_720.png](https://cdn.pixabay.com/photo/2016/05/05/16/25/rocket-1374247_960_720.png);
  - Facebook Logo: <https://i.pinimg.com/originals/d7/c1/d0/d7c1d07b8d763870d4b59c10603ed092.png>;
  - Instagram Logo: [https://upload.wikimedia.org/wikipedia/commons/thumb/e/e7/Instagram\\_logo\\_2016.svg/1200px-Instagram\\_logo\\_2016.svg.png](https://upload.wikimedia.org/wikipedia/commons/thumb/e/e7/Instagram_logo_2016.svg/1200px-Instagram_logo_2016.svg.png)
  - Twitter Logo: <https://i1.wp.com/www.abc-online.it/wp-content/uploads/2011/05/twitter-logo.png?fit=256%2C256&ssl=1>;
  - LinkedIn Logo: <https://lh3.googleusercontent.com/proxy/znvJrcVnTEsPquGiji8Y9pBwElzF9Qi4ofyT4UwieSMzFHD-Nakzdm3s9vOb14IHpw7tO4WMpzVGbOINdO5MQAWbcERK2t0H5Qg8jtnqMerXP9L9VruuFXhwwrIbRyiGux4TLvO2noDhtMir4Sc>;
  - Telegram Logo: <https://lh3.googleusercontent.com/ZU9cSsyIJZo6Oy7HTHiEPwZg0m2Crep-d5ZrfajqtsH-qgUXSqKpNA2FpPDTn-7qA5Q>
  - CNN Logo: <https://upload.wikimedia.org/wikipedia/commons/thumb/b/b1/CNN.svg/1024px-CNN.svg.png>
  - BBC Logo: <https://1000logos.net/wp-content/uploads/2016/10/BBC-logo.png>
  - Rai Logo: [https://upload.wikimedia.org/wikinews/it/8/89/RAI\\_logo.png](https://upload.wikimedia.org/wikinews/it/8/89/RAI_logo.png)
  - Web Logo: [https://img.pngio.com/website-logo-png-hamilton-rising-website-logo-png-400\\_400.png](https://img.pngio.com/website-logo-png-hamilton-rising-website-logo-png-400_400.png)

---

**Emanuela Truffo**

***Partner, Jacobacci & Associati, Torino, Italy***

Emanuela specializes in contentious and non-contentious intellectual property matters (including new plant varieties and personality right) and commercial litigation (including international and national debt recovery), across a wide ranging local and international practice. She has developed particular expertise in the negotiation and drafting of agreements such as license, non-disclosure, non compete and coexistence agreements concerning IP rights and copyrights as well as for commercial transactions. She has also developed a specific expertise as general counsel (with reference to commercial and IP matters) of medium sized Italian companies, with a particular focus on exports. She graduated in law with honours from the University of Turin in 1999. She was admitted to the (Turin) Bar in 2003.

In 2006 she graduated with honours from the University of Turin School of Economics with a Post- graduate Masters in marketing and communication, with her dissertation on brand value and brand equity in the automotive sector "*Per far correre Fiat 500: marketing e licensing per un brand icona*".

Emanuela is a frequent speaker at IP seminars as well as regarding contractual matters and collaborates with the Chambers of Commerce of Turin in relation to IP seminars and training activity.

Emanuela regularly lectures at the School of Economics of the University of Turin and Genoa and at the University of Gastronomic Sciences of Pollenzo (CN).

Emanuela collaborates, also, with the Italian Chamber of Commerce and Industry for the UK and is a Member of Ciopora.

She is GAR Magazine Contributor for years 2019-2021.

She is Contributor for The Lawyer's Daily, part of LexisNexis Canada.





Thank you!

Emanuela Truffo – Partner at Jacobacci e Associati

Phone +39 11 2413087 – Fax +39 11 859804 – [etruffo@jacobacci-law.com](mailto:etruffo@jacobacci-law.com)

Ignacio Temiño Cenicerros – Partner at Abril Abogados

Tlf +34 91 7020331 – Fax +34 91 3083705 – [ignaciot@abrilabogados.com](mailto:ignaciot@abrilabogados.com)