



Ordine dei Consulenti  
in Proprietà Industriale

*The future of (new) liberal professions in the  
light of the (post) - Covid 19 crisis*

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# The Italian Industrial Property Consultants Institute

The Italian Institute of Industrial Property Consultants is:

- a public law body established in 1981 by Decree of Ministry of Industry and regulated by the Industrial Property Code.
- governed by ten-members Council elected by General Meeting of Members for a three year term.

A Disciplinary Committee, appointed by the President of Milan Court, imposes sanctions provided by Code of Ethics.

# The Italian Industrial Property Consultant

The Register of Institute is divided into 2 Sections: one for Patent Attorneys (qualified to advise on inventions, utility models, designs, plant variety rights and semiconductor topographies), and the other one is for Trademark Attorneys (qualified to advise on distinctive signs, geographical indications and designs).

Under Italian law, only members of the Institute and members of the Italian Bar may represent third parties before the Italian Patent and Trademark Office in Rome.

By the entry into force of the Agreement on the Unified Patent Court, qualified European patent attorneys have the right of audience before such Court.

At the European level, the profession of the Industrial Property Attorney was mentioned in the report of the European Commission to the European Parliament on the review and update of the reform recommendations for the regulation of professional services, launched in 2017.

# **The future of (new) liberal professions in the light of the post Covid 19 crisis**

The years of Covid-19 pandemic have been times which have reshaped the labour market and roles of professionals.

A completely new scenario is announced where the matching between supply and demand has been strongly affected by the digital transformation.

Job has become smarter, flexible and nomadic.

Companies and professionals are facing such new challenges.

# **The future of (new) liberal professions in the light of the post Covid 19 crisis**

There are at least three game-changers of the scenario of the liberal professions in the post-Covid 19 era:

- Digital transformation
- Geo-politics
- Demography

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## ***The Digital Transformation***

The digital transformation is a true digital revolution itself.

The impact of such transformation over the profession is twofold:

- (i) changing skills and competencies required by brand new business needs;
- (ii) the future scenario lends itself to the creation of new professionals as a result of the ongoing digital, geopolitical and demographic transformation.

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## ***The geo-political development***

The geo-political scenario (i.e. climate change, political instability, war) has also undergone changes which in turn reflect on the way of working, employment, and also the professions.

This change necessitates an analysis of the strategy and activities planned by professionals to determine their ability and manage the opportunities and threats arising out from the new global geo-political order.

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## *Demography*

The topics discussed above, namely technological development and geo-political development ultimately lead to the effect generated by demography, related migration and thus the relative attractiveness of each profession to new generations, to previous generations obliged to work and to migratory flows (which pose problems of cultural and linguistic mediation).

Due to migration borders have disappeared, implying a global evolution of professions of the same level, also increasing the level of professional competition.

Research and development of new tools aiming to be the professions more attractive has a collateral effect over clients and young professionals to extend their stay at work by choice or necessity.



*Thank you*