



## Stefano Perucchi

Attorney at Law, lic. iur., LL.M. (USA), Certificate of Advanced Studies (CAS) in Criminal Justice (CAS MAP), Partner

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### Kellerhals Carrard Lugano

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6901 Lugano

## 'I never dreamed about success. I worked for it.' – Estée Lauder

Stefano Perucchi provides legal advice in the field of commercial law, assisting clients in the drafting and review of contracts, with a particular focus on licensing, distribution, franchising and sponsorship agreements. He also deals with intellectual and industrial property law, in particular brand protection and brand development. In this context, he has been assisting national and international clients for several years, both in the field of sports (motorsport and sailing in particular) and in the field of fashion.

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# Expertise

Data and Privacy



Company & Corporate Law / M&A



White-collar crime, mutual legal assistance, internal investigations, crisis management, and compliance



IT Security and Cybercrime



Sports Law



Intellectual Property Law, Technology Law, Digitalisation, and Communication



Startup & Venture Capital Desk



Construction and real estate



Private Clients



## Board of Directors

- Executive Board Member Swiss LegalTech Association (SLTA)
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## Career

- As from September 2017  
Partner at Kellerhals Carrard Lugano SA, Lugano, Switzerland
  - 2006–2017  
Associate at PSMLaw SA, Lugano, Switzerland
  - 2004–2006  
Legal adviser (in-house counsel) for Ferrari SpA, Italy (Brand Development & Partners)
  - 2002–2004  
Legal and notarial trainee at PSMLaw SA, Lugano, Switzerland
  - 2001–2002  
Internship at the United States District Court for the District of Minnesota, USA (Hon. Mason, Magistrate Judge, and Hon. Magnuson, Chief Judge)
  - 2000  
Internship at the Criminal Court of the Canton of Ticino, Switzerland
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## Memberships

- Bar Association of the Canton of Ticino (OATi)
  - Swiss Bar Association (FSA)
  - International Trademark Association (INTA)
  - Union Internationales des Avocats (UIA)
  - International Technology Law Association (ITechLaw)
  - Swiss LegalTech Association (SLTA)
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## Education

- 2008  
Certificate of Advanced Studies (CAS) in Criminal Justice (CAS MAP), Haute École Spécialisée de Suisse Occidentale (University of Applied Sciences and Arts of Western Switzerland), Neuchâtel, Switzerland
  - 2006  
Admission to the Bar Association of the Canton of Ticino (OATi), Switzerland
  - 2002  
Master of Laws (LLM), University of Minnesota Law School, Minneapolis, USA
  - 2001  
lic iur. (Bachelor of Laws - LLB), Bilingual Degree, University of Fribourg, Switzerland
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## Other Activities

- Delegate of the Bar Association of the Canton of Ticino (OATi) to the Swiss Bar Association (FSA)
  - Lecturer at the Centro Studi (Center for Studies), Vezia (Lugano), Switzerland
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## Languages

German, English, French, Italian

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# Publications

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Lexology Panoramic : Luxury & Fashion 2024 Switzerland	Andrea Fioravanti Stefano Perucchi Christophe Rapin Virginie A. Rodieux	2024
Corona-Kredite für KMU - Umsetzung des Massnahmenpakets und Kommentierung des Covid-19-Solidarbürgschaftsgesetzes (Covid-19- SBüG) Kellerhals Carrard / Bürgschaftsgenossenschaften Schweiz (Hrsg.), Schulthess, Zürich, Basel, Genf 2021	Stefano Perucchi	2021
Sponsorizzazione e Diritti di immagine Seminario "Calcio e Business: Profili Legali ed Economici", SUPSI, 2014	Stefano Perucchi	2014

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# Rankings & Awards

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Kellerhals Carrard recognised in Benchmark Litigation 2025

December 19,  
2025

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Kellerhals Carrard Shines in The Legal 500 2024 Rankings

March 27,  
2024

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Kellerhals Carrard Ranked as a Top Tier Firm by The Legal 500 2023

April 18,  
2023

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