

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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'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.

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)

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)

Education

- 2008
  Certificate of Advanced Studies (CAS) in Criminal Justice (CAS MAP), Haute École Specialisée 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

Publications & Presentations

Lexology Panoramic : Luxury & Fashion 2024 Switzerland	Andrea Fioravanti Stefano Perucchi Christophe Rapin Virginie A. Rodieux	2024
Luxury & Fashion 2022 – Switzerland | Getting The Deal Through Lexology Snapshot: intellectual property for fashion goods in Switzerland	Virginie A. Rodieux Stefano Perucchi	2022
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
Abschluss der Totalrevision des Schweizer Datenschutzgesetzes (DSG) Newsletter Kurz & Bündig	Stefano Perucchi	2020
Dispute Resolution in the 34th America's Cup The Hague/London/New York (Wolters Kluwer Law & Business), 833 pages	Stefano Perucchi, John Doerr, Josje Hofland, Hamish Ross, Bryan Willis, David Tillett, Graham McKenzie	2015
Sponsorizzazione e Diritti di immagine Seminario "Calcio e Business: Profili Legali ed Economici", SUPSI, 2014	Stefano Perucchi	2014
The 33rd America's Cup Judicial and Arbitral Decisions The Hague/London/New York (Wolters Kluwer Law & Business), 268 pages	Stefano Perucchi Graham McKenzie Hamish Ross	2011
The 32nd America's Cup Jury and its Decisions The Hague/London/New York (Wolters Kluwer Law & Business), 439 pages	Stefano Perucchi, Gabrielle Kaufmann-Kohler, Henry Menin, Bryan Willis, Graham McKenzie, David Tillett	2009
Arbitration in the America's Cup – The XXXI America's Cup Arbitration Panel and its Decisions The Hague/London/New York (Kluwer Law), 265	David Tompkins, John Faire, Michael Foster, Donald Manasse, Stefano Perucchi	2003

Rankings & Awards

Kellerhals Carrard recognised in Benchmark Litigation 2025	December 19, 2025
Kellerhals Carrard Shines in The Legal 500 2024 Rankings	March 27, 2024
Kellerhals Carrard Ranked as a Top Tier Firm by The Legal 500 2023	April 18, 2023