



Ludovico Lugnani

Associate

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OVERVIEW

Ludovico Lugnani is an associate in the firm's Technology Transactions and Sourcing practice. He focuses his practice on matters including commercial contracts, digital assets, artificial intelligence, data protection, and intellectual property.

Experienced in a broad range of commercial contracts, Ludo advises on contracts including software as a service (SaaS) agreements, terms and conditions, service agreements, referral and distribution agreements, major outsourcing agreements, and logistics agreements. Ludovico has also advised public and private bodies contracting on NHS standard contracts.

Ludovico advises clients on complex commercial intellectual property matters, including drafting licence agreements, bespoke software development agreement and contentious intellectual property matters. Ludovico supports clients in establishing their intellectual property rights in the development of cutting edge technologies including artificial intelligence, metaverse, and augmented reality.

Ludovico's data protection work includes advising clients on the EU General Data Protection Regulation (GDPR) as well as UK privacy law. Ludovico has particular experience advising large language model providers, organizations holding large amounts of health data, and multinational corporations on transfers of data out of the EEA.

PROFESSIONAL BACKGROUND

Prior to joining the firm, Ludovico served as both a trainee solicitor and solicitor with a UK-based firm, where he advised clients on innovative technology matters across a range of sectors.

ACHIEVEMENTS

- Winner of the Metaverse Innovation Award, Legal Innovation Awards, October 2023

EDUCATION

- Legal Practice Course, University of Law, 2020
- LL.B., University of York, 2019

ADMISSIONS

- Solicitor of the Senior Courts of England and Wales

LANGUAGES

- English
- Italian
- Spanish

THOUGHT LEADERSHIP *POWERED BY HUB*

- 2026, Global Employer Guide
- 27 June 2025, UK Data Use and Access Bill Becomes Law
- 05 June 2025, A Positive Package: The Data (Use and Access) Bill

OTHER PUBLICATIONS

- "How UK AI Agency Will Affect Regulatory Landscape," *Law360*, 24 October 2023
- "AI and the Reddit goldmine: protecting user-generated content," *The Trademark Lawyer Magazine*, 24 May 2024

AREAS OF FOCUS

- Technology Transactions and Sourcing