

Webinar – 20 settembre 2022

Sostenibilità vs. Tradizione: la prospettiva legale

In collaborazione con:



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Avv. Emanuela Truffo / Partner
etruffo@jacobacci-law.com



Agenda

- News & Cool
- Sostenibilità e nuovo cibo
- L'acqua un bene prezioso
- Sostenibilità e nuovi materiali, tra brevetti, know-how e ricerca scientifica
- Titoli di proprietà industriale
- Quale equilibrio?

News & Cool

VENTURE CAPITAL

Leonardo DiCaprio Backs New \$45 Million Climate VC Fund

Harri Weber - Mar 28 2022

Mark Ruffalo, Taika Waititi, Leonardo DiCaprio, Scarlett Johansson, And More Sign Petition Demanding The Royal Bank Of Canada To Withdraw Financial Support From Coastal GasLink Pipeline

👤 Josh Berger 📅 March 22, 2022 📁 Celebrity

VENTURE CAPITAL

Leonardo DiCaprio Joins LA Venture Fund Struck Capital as Limited Partner

Ben Bergman - 01:17 PM | September 23, 2020

Aquabyte Raises \$10 Million Series A Financing to Continue Leading the Transformation of the Fish Farming Industry with Machine Learning

Así es el plan de Di Caprio para fabricar diamantes en Extremadura

El actor estadounidense llegará a Trujillo (Cáceres) dentro de dos años, en 2024, y de la mano de su compañía Diamond Foundry.

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OUR MISSION

WE BELIEVE THERE'S A BETTER WAY TO FEED OUR FUTURE.

By shifting from animal to plant-based meat, we can positively affect growing global issues such as constraints on natural resources and animal welfare. After all, the positive choices we make every day - no matter how small - can have a great impact on our world.

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NEWSROOM BLOG

PRESS RELEASES

INTERNATIONAL

PRESS RELEASE FEB 3, 2022
BEYOND MEAT STRENGTHENS GLOBAL GO BEYOND INITIATIVE WITH SERGE GNABRY AS NEW BRAND AMBASSADOR

PRESS RELEASE JAN 24, 2022
BEYOND MEAT EXPANDS GLOBAL GO BEYOND INITIATIVE WITH ROMELU LUKAKU

PRESS RELEASE AUG 6, 2021
BEYOND MEAT TAKES PLANT-BASED MEAT OUTDOORS AT THE ADIDAS TERREX OFF-MOUNTAIN GATHERING

The New York Times

Eating Lab-Grown Meat and the Return of Segmented Sleep: The Week in Narrated Articles

Five articles from around The Times, narrated just for you.

Give this article



A bite of chicken breast grown from stem cells at Upside Foods, one of several companies around the world trying to develop commercially viable meat from animal stem cells.
Gabriela Hasbun for The New York Times

The New York Times | <https://www.nytimes.com/2022/02/15/dining/cell-cultured-meat.html>

The New Secret Chicken Recipe? Animal Cells.

Here's an early taste of the laboratory-grown meat that companies are racing to bring to market, and a look at the questions it raises about how we feed ourselves.

By Kim Severson

Published Feb. 15, 2022 Updated Feb. 16, 2022

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EMERYVILLE, Calif. — Until I read the release form, I wasn't concerned that the bite of sautéed chicken breast I was about to eat had taken less than three weeks to grow from a few cells inside a laboratory tank to a thick sheet of meat.

Would I assume full responsibility, the form asked, for any personal injury, property damage or death that came from ingesting meat "whose properties are not completely known"?

I was in the airy test kitchen and production center that Upside Foods opened four months ago in a Bay Area residential shopping district as part of its quest to sell chicken grown from animal stem cells, first in the United States and then globally. They hope other foods, including beef, duck and lobster, won't be far behind.

"We just cannot take for granted that what we eat now is the gold standard," said Dr. Uma Valeti, the cardiologist who helped start the company in 2015 after he became convinced that the same medical technology used to grow stem cells to repair a human heart could also grow food.

"We are changing the paradigm," he said. "We are detaching the meat from the animal."

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L'acqua un bene prezioso

MENU | CERCA

la Repubblica

ABBONATI | GEDI SMILE | R | ACCEDI

Cambiare le coltivazioni e risparmiare acqua per salvare il genere umano

di Carlo Petrini



Il 70% del consumo mondiale è destinato al comparto agricolo: per garantire la sopravvivenza del pianeta va ripensata la gestione delle risorse naturali, in primis quella idrica. Fagioli, ceci, lenticchie e rucola ne richiedono meno, avocado e pomodori i più dispendiosi

Sostenibilità e nuovi materiali, tra brevetti, know-how e ricerca scientifica

CRUZ FOAM

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CRUZ FOAM
MATERIALS FOR A CIRCULAR WORLD

YOUR PARTNER IN
SUSTAINABLE PACKAGING

Cruz Foam can help you transition to compostable foam packaging solutions. We can replace the most harmful plastic polystyrene and polyethylene foams in your supply chain with our novel biopolymer technology while offering the same performance and cost.

see our solution

CRUZ FOAM

TECHNICAL DATA SHEET

PRODUCT INFORMATION

Cruz foam is a bio-sustainable packaging foam solution, designed to combat the features and failures of both EPS and EPE foams. Our process and product are 100% natural, water based, low-energy, and 100% compostable in any controlled composting environment. It is a scalable solution, offered through pre-existing manufacturing machinery, designed specifically for a frictionless transition from petroleum based foam manufacturing to Cruz Foam. Samples available upon request.

DATA	STANDARD	BASELINE FOAM
DENSITY (Kg/m ³)	ASTM3575W	85
COMPRESSION (@10% kPa)	ASTM3575D	5
COMPRESSION (@25% kPa)	ASTM3575D	8
COMPRESSION (@50% kPa)	ASTM3575D	13
COMPRESSION (@75% kPa)	ASTM3575D	40
REBOUND (mm)	ASTMD2632	22
ELECTRO-STATIC DECAY (sec)	MIL-STD-3010C M-4046	Pass (0.013s)
R VALUE (R)	-	1.69
COMPOSTABILITY (P/F)	ASTMD6400	Pass
COMPOSTABILITY (P/F)	ASTMD6868	Pass

The data represented in this matrix is a typical values set demonstrated by an averaging of the reportable data for the foams in consideration. A small but natural variance is expected across manufacturing conditions and material sourcing developments.


 Email: hello@cruzfoam.com
 Mail: 2851 Mission St. Santa Cruz, CA 95060

Avv. Emanuela Truffo / Partner
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From prototypes to multi-million shipments

Whirlpool is one of those companies that has historically relied on Styrofoam and other plastic packaging products, but in recent years has been trying to reform itself with a pledge to go entirely renewable.

“We as a maker of tens of millions of products a year are seeking to go above and beyond to eliminate the use of non-recyclable and single-use plastics because it is the right thing to do,” said Ron Voglewede, Whirlpool’s Global Sustainability Director. “Elimination of Styrofoam for large, heavy appliances is very difficult and any failures in a final product results in a massive loss in embedded carbon if damaged in transit. We seek innovation from everywhere and we know sometimes the newest ideas don’t necessarily come from the incumbents in the industry.”

Whirlpool worked with Cruz Foam to put together an alternative to one of the last remaining pieces of EPS used in its appliance packaging, a set of little molded feet that help immobilize and cushion things like stoves in the boxes they’re shipped in. It’s one of the forms that Cruz Foam can easily make (unlike, say, molded food containers — certainly possible but needs special machinery) and Whirlpool needs millions of the things. All of a sudden this shell-based foam went from promising experiment to major shipping product.

Felts said they’re in talks with numerous other companies to provide similar pieces — the agreements aren’t public, but major producers of TVs, food and drinks, even cars and parts are on the line. “It’s been nonstop. We’ve had to beat people away,” Felts said.



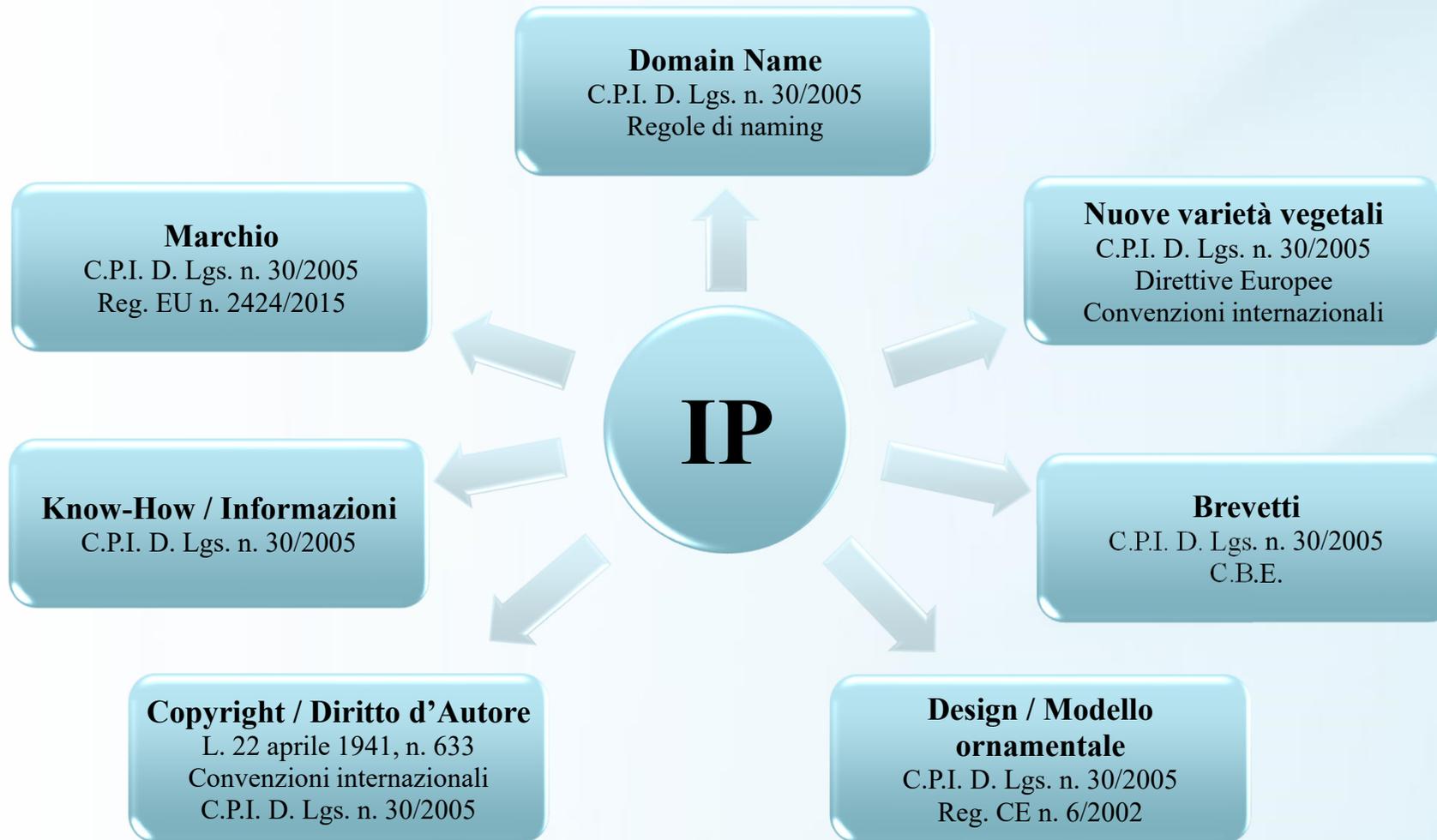
The Whirlpool all-renewable packaging with the foot bits by Cruz Foam.



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Titoli di proprietà industriale – tavola sinottica



Quale equilibrio?

Tradizione e tecnologia in agricoltura

La tutela dell'integrità dell'individuo e della sua personalità

AI ed agrifood

Carbon footprint: le scelte green del next generation EU e il loro impatto sulle scelte imprenditoriali nel settore agrifood

IPRs enforcement nel nuovo "mondo"

Fonti

- Slide 3: <https://dot.la/leonardo-dicaprio-backs-climate-vc-fund-2657053755.html>; <https://dot.la/leonardo-dicaprio-2647782021.html>; <https://www.prnewswire.com/news-releases/aquabyte-raises-10-million-series-a-financing-to-continue-leading-the-transformation-of-the-fish-farming-industry-with-machine-learning-300865065.html>; <https://boundingintocomics.com/2022/03/22/mark-ruffalo-taika-waititi-leonardo-dicaprio-scarlett-johansson-and-more-sign-petition-demanding-the-royal-bank-of-canada-to-withdraw-financial-support-from-coastal-gaslink-pipeline/>; <https://as.com/tikitakas/el-nuevo-negocio-de-leonardo-dicaprio-en-espana-en-el-que-invertira-700-millones-de-dolares-n/>
- Slide 4: <https://www.beyondmeat.com/en-GB/mission/>; <https://www.beyondmeat.com/en-GB/newsroom/>
- Slide 5: <https://www.nytimes.com/2022/02/18/podcasts/lab-grown-meat-sleep-airtags.html?smid=url-share>; <https://www.nytimes.com/2022/02/15/dining/cell-cultured-meat.html>
- Slide 6: https://www.repubblica.it/il-gusto/2022/03/27/news/acqua_crisi_idrica_incide_sul_comparto_agricolo_ecco_cosa_conviene_coltivare-342966026/
- Slide 7: <https://www.cruzfoam.com/>; https://www.cruzfoam.com/_files/ugd/e65059_22f31a64d8f0436f95ae75590f694594.pdf
- Slide 8: <https://techcrunch.com/2022/04/20/cruz-foams-shell-based-styrofoam-alternative-brings-in-3-5m-seed-with-dicaprio-and-kutcher/?guccounter=1&gu>

Emanuela Truffo

Partner, Jacobacci & Associati, Torino, Italia

Emanuela ha maturato una significativa esperienza nella risoluzione giudiziale e stragiudiziale di controversie e questioni relativamente all'ambito del diritto industriale (con riferimento anche alla tutela delle nuove varietà vegetali, del diritto all'immagine e al nome) e commerciale (incluso il recupero crediti internazionale e nazionale). Ha sviluppato una particolare competenza nelle negoziazioni e nella redazione di accordi di licenza, riservatezza, non concorrenza e coesistenza riguardanti diritti IP e copyright, così come di transazioni commerciali. Ha inoltre acquisito una significativa esperienza quale *general counsel* (in materia civile e di proprietà industriale) di medie imprese italiane, con particolare attenzione alle tematiche relative all'export.

Emanuela ha conseguito, *cum laude*, la laurea in giurisprudenza presso l'Università degli Studi di Torino nell'anno 1999. Dal 2003 è iscritta all'Ordine degli Avvocati di Torino. Nel 2006 ha ottenuto, *cum laude*, un master *post lauream* in marketing e comunicazione presso l'Università di Torino, Facoltà di Economia con una tesi riguardante la *brand value* e la *brand equity* in relazione al settore automobilistico dal titolo "*Per far correre Fiat 500: marketing e licesing per un brand icona*".

Emanuela è frequentemente relatore a seminari di approfondimento relativi alle tematiche della Proprietà Industriale e della contrattualistica commerciale e collabora con la Camera di Commercio di Torino nell'ambito di seminari e attività formative in materia di Proprietà Industriale.

Emanuela è regolarmente docente presso la Facoltà di Economia delle Università di Torino e di Genova e presso l'Università di Scienze Gastronomiche di Pollenzo (CN).

Emanuela collabora, inoltre, con la Camera di Commercio e Industria Italiana per il Regno Unito ed è membro di Ciopora.

È collaboratrice di GAR Magazine per gli anni 2019-2021.

È collaboratrice di The Lawyer's Daily, magazine online pubblicato da LexisNexis Canada, di Thomson Reuters e di Lexology.

Avv. Emanuela Truffo / Partner

etruffo@jacobacci-law.com

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Grazie!

Emanuela Truffo – Partner

Tel. +39 11 2413087 – Fax +39 11 859804 – etruffo@jacobacci-law.com

Avv. Emanuela Truffo / Partner
etruffo@jacobacci-law.com

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