

# CV

## Jeroen Muyldermans

Partner

*Admitted to the bar of Brussels, Belgium (2007)*

*Practices in Dutch, English and French*

### Education

Jeroen Muyldermans graduated in law at the University of Brussels (VUB, 2007, magna cum laude) and obtained an additional master in intellectual property laws at the University of Leuven (KUL 2009, magna cum laude).

### Professional experience

Jeroen has been practicing law since 2007, gaining vast experience in an IP tier 1 law firm. Throughout his career, he has represented, advised and litigated in relation to all kinds of intellectual property rights, advertising, market practices and unfair competition. Representations include a wide portfolio of SME's, national, international and multinational clients, ranging from food and beverage, retail and luxury goods, pharmaceuticals, fashion and design, automotive, chemicals and the building industry. Jeroen is a member of different professional organisations, regularly publishes articles and books on topics of intellectual property rights and teaches students in their course (BBMM) to become accredited Benelux trade mark and design agents on the subject of "scope of protection of trade marks".

Described as a Next Generation Lawyer and "highly recommended" according to the Legal 500 2018, "a name to note" according to the Legal 500 2020 and a "Rising Star" in the MIP IP Stars 2019.

### Memberships

BMM (Benelux association for trade mark and design agents - as a member of the law committee)

ECTA (European Communities Trademark Association - as a member of the design committee)

INTA (International Trademark Association)

### Selection of books and publications

- J. Muyldermans & P. Maeyaert, *The Likelihood of Confusion in Trade Mark Law: A Practical Guide to the Case Law of EU Courts*, Kluwer Law International, 2019, 262 p.
- "The many faces of bad faith: The Benelux bad faith application explained in accordance with the case law of EU Courts", *ICIP* 2019/3, 457-489.
- "Recht op informatie bij IE-inbreuken vanuit Belgisch perspectief", *Bull. BMM* 2018/1, 15-22 (The right to information of IP infringements from a Belgian perspective).

- “Bescherming van een vorm: enkele kanttekeningen bij de verhouding tussen merken en modellen”, *ICIP* 2016, 320-362 (Protection of shapes: some thoughts on the relationship between trade marks and designs).
- “De maatman in het merkenrecht”, *Bull. BMM*, 2015/3, 108-118: winnaar van de Wim Mak award 2016, een prijs jaarlijks uitgereikt door de BMM (Benelux vereniging voor merken -en modellengemachtigden) voor een bijdrage in het domein van merken -en modellenrecht (The reference person in trade mark law; winner of the Wim Mak award, awarded by the Benelux organisation for trade marks and designs in 2016).
- “De originaliteitstoets voor de auteursrechtelijke bescherming van gebruiksvoorwerpen”, *IRDI* 2013, 113-120 (The originality test for the copyright protection of works of applied art).
- J. Muyldermans & P. Maeyaert, Artikelsgewijze commentaar merkenrecht, in *Wet & Duiding Economisch Recht - Deel 1 Intellectuele Eigendom*, F. Brison, M-C. Janssens en H. Vanhees (eds.), Brussel, Larcier, 2012 (Legal commentary on the provisions of Benelux and EU trade mark law).