

CURRICULUM VITAE

PAUL MAEYAERT

PARTNER AT THE LAW FIRM FENCER

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- *E-mail:* paul.maeyaert@fencerlaw.eu

PRACTICE AREAS

- intellectual property, with particular expertise in trademark and patent litigation, parallel trade matters and software anti-piracy
- advertising, media and entertainment law
- distribution law, with particular expertise in negotiation and dispute resolution related to the termination of agency and distributorship agreements

OTHER APPOINTMENTS

- Lecturer of the course “European Trademark Law” (30h), LLM Program “Competition Law and IP” at the University of Liège (ULG), since the academic year 2011-2012
- Lecturer to trainee lawyers at the Brussels Bar Association, since 1994
- Guest Lecturer in “Advertisement Law” at the Faculty of Press and Communication at the Free University of Brussels (VUB), since 1999 and at the Faculty of Law and Communication sciences at the University of Saint Louis, since 2018
- Lecturer of the courses “protection of company names and trade names” and “unfair competition”, professional training courses organised by the Benelux Trademark and Industrial Design Foundation (BBMM), since 2004
- Guest Lecturer “Trade mark law” (“likelihood of confusion”) at the IP Summer School at Downing College, Cambridge, since 2018

- Member of the Editorial Board of the Belgian intellectual property law review “IRDI”, since its foundation in 1996
- Correspondent for Belgium of the Dutch IP magazine BIE (Berichten Intellectuele Eigendom)
- Accredited mediator and member of the Federal Mediation Commission, since 2014
- Accredited mediator with the WIPO
- Member CEPANI
- Deputy judge (juge suppléant – plaatsvervangend rechter) with the Brussels Court of Appeal, B.S. 12 November 2017

MEMBERSHIP OF IP AND UNFAIR COMPETITION RELATED ASSOCIATIONS

➤ Active membership

- *Member of the Anti-Fraud Committee of the Benelux Trademark and Industrial Design Association (BMM)*
- *Treasurer of the Board of Directors of the Belgian Copyright Association (BVA-ABA) & Member of the International Copyright Law Association (ALAI)*
- *Member of the Board of Directors of the Belgian Competition Law Association (VSMR-AEDC) & Member of the International League of Competition Law (Ligue-LIDC)*
- *Member of the “Famous and Well Known Marks Team” of MARQUES*
- *Member of the European Patent Lawyers’ Association (EPLAW)*
- *Member of the International Association for the protection of intellectual property (AIPPI)*

AWARDS

- The 2006 Wim Mak Award of the Benelux Trademark & Industrial Design Association (BMM) which recognises for the most significant contribution to the development of trademark law in the Benelux

ATTACHMENT TO CV

- A. PUBLICATIONS*
- B. SPEAKER AT SEMINARS & CONFERENCES*
- C. ACADEMIC QUALIFICATIONS*
- D. PROFESSIONAL EXPERIENCE*
- E. MISCELLANEOUS*

**ATTACHMENT TO CURRICULUM VITAE
PAUL MAEYAERT**

A. PUBLICATIONS

1. Books and contributions to books

- Work in process (to be edited in 2019): “*De bescherming van de handelsnaam en vennootschapsnaam in België*” (The protection of company names and trade names in Belgium), review of the 2006 edition
- Work in process: “*Merken*” (Trademarks), co-authored by Professor Hendrik Van Hees, in the legal series known under the Dutch title *Algemene Praktische Rechtsverzameling*, (to be published, Kluwer, Mechelen)
- “Likelihood of confusion in Trade Mark law” a practical guide to the case law of EU Courts, Wolters Kluwer, 2019, 270 p. (co-author: J. Muyldermans), update of “*Likelihood of Confusion in Trademark Law: a practical guide based on the case law in Community trademark oppositions from 2002 to 2012*”, *The Trademark Reporter* 2013 vol.1, 1032-1115 and in *European Intellectual Property Law* (ed. Jan Rosén), *Critical Concepts in Intellectual Property Law*, Edward Elgar Publishing Ltd. 2016, p.366-453
- “*Commentaar in het geannoteerd Wetboek Ondernemingsrecht – Intellectuele eigendom*”, (contributor to the annotated book XI (IPR) of the Belgian Code of Economic Law) Die Keure 2019
- Contributor of the Belgian Chapter on IPR enforcement of the International Litigation Guide, INTA, www.inta.org (co-author: Diederik Arnaut)
- “*Handhaving van intellectuele rechten in het Wetboek van Economisch recht*” (“Enforcement of IPR in the Belgian Code of Economic law”) in *Transacties en geschillenbeslechting in het wetboek van Economisch Recht*, Vlaams Pleitgenootschap bij de Balie te Brussel, *Intersentia* 2016, p. 187-247 (co-author: Diederik Arnaut)
- “*Bescherming tegen look-alikes: een pleidooi voor schrapping van art. 2.19 BVIE*” (“Protection against look-alikes: pleadings in favor of deletion of article 2.19 BOIP”), in *Liber Amicorum Michel Flamée*, Die Keure 2017, p. 105

- *“Commentaar op Benelux Verdrag inzake intellectuele eigendom en de Merkenverordering”* (Comments on the Benelux Intellectual Property Treaty and the CTM Regulation), *Wet & duiding Intellectuele Eigendom, Economisch Recht*, Larcier 2013 (co-author: J. Muyltermans)
- *“Wettelijk kader van de strafrechtelijke bepalingen in de Auteurswet”* (“Infringements & criminal sanctions in Belgian Copyright Law”), in *Liber Amicorum Jan Corbet*, Larcier, Brussels, 3rd ed, 2012, p. 562-602
- *“Trademark Prosecution and Litigation in Belgium”*, Practitioner’s Manual for Trade Mark Prosecution and Litigation in the EU (ed. De Felix Hauck), Sweet & Maxwell, 2011 (co-author: Olivier Vrins)
- *“Normaal gebruik van een Gemeenschapsmerk: wat is normaal vanuit geografisch perspectief?”* (“Normal use of a Community trademark: what is normal use from a geographical perspective?”) in *Liber Amicorum Ludovic De Gryse*, Larcier, Brussels, 2010, p. 209-222
- *“Het materiële en morele element van misdrijven van namaak en piraterij”* (“The moral and material element in the definition of IP infringements in the new Belgian law against counterfeiting and piracy”) in *Sanctions et Procédures / Sancties en Procedures*, Larcier, Brussels, 2008
- *“Zelfregulering: enkele initiatieven nader bekeken”* (“Self-regulation: a closer look to a few initiatives”), in *Sancties in het bedrijfsleven / Le droit des affaires en évolution*, Bruylant, Brussels, 2007, p. 250-306 (Co-author: J. Muyltermans)
- *“De bescherming van de handelsnaam en vennootschapsnaam in België”* (The protection of company names and trade names in Belgium), Larcier, Brussels, 2006, 137 p.
- *“Chapter on intellectual property in Belgium and the Benelux”* in *Intellectual Property Laws of Europe*, John Wiley & Sons, London, 1995, p. 59-92 (643 p.) (Co-author T. De Meese and H. Van der Saag)
- *“De handelsagentuurovereenkomst: de nieuwe wet van 13 april 1995 betreffende de handelsagentuurovereenkomst”* (The new commercial agency act of 13 April 1995), Brugge, die Keure, 1995, p. 7-27 (150 p.)
- *Distributierecht / Droit de la distribution 1987-1992* (Distribution law 1987-1992), Kluwer, Diegem, 1993, 445 p.
- *“art. 2-6, art 42-45, art. 46-48, art. 49-23, art. 63-68” in Handelspraktijken: het nieuwe in de wet van 14 juli 1991 betreffende de handelspraktijken en de voorlichting en bescherming van de*

consument (The new Trade Practices Act of 14 July 1991), *Die Keure*, Brugge, 1992, 16-26, 27-51, 197-212, 213-224, 231-238 (Co-author. J. Stuyck)

- *Pratiques du commerce* (Trade practices), *Larcier*, Brussels, 1991 (looseleaf) (Co-authors A. De Caluwe, C. Delcorde, X. Leurquin, G. Bogaert and J. Prosman)
- “*Piraterij en straf- en burgerlijke sancties in het domein van de intellectuele eigendomsrechten*” (“Piracy: criminal and civil sanctions with respect to intellectual property rights”) in *Intellectuele eigendomsrechten*, Biblo, Kalmthout, 1995, p. 171-209, 246 p.
- “*De geldigheidsvereisten van een vormmerk*” (“The conditions of validity of a 3D trademark”) in *Liber Amicorum Aimé De Caluwé*, Bruylant, 1995, p. 301-315, 406 p.
- “*Het verval van het recht op een merk*” (“The lapse of trademark rights”) in *Liber Amicorum Paul De Vroede*, Diegem, Kluwer, 1994, p. 1039-1064

2. Contributions in the fields of intellectual property, distribution law and trade practices

- “Bescherming van slogans”, *IRDI 2020* (Protection of slogans)
- “Don Luciano vs. Luciano Sandrone: what’s in a name”, *World Trademark Review*, 5 August 2019
- “*Blow for Apple as General Court finds that one cannot compare apples with pears*”, *World Trademark Review*, 11 March 2019
- *Kroniek intellectuele eigendomsrechten 2017-2018* (“*Overview IPR 2017-2018*”), *RW 2019*, p. 1603 (co-authors: M-C Janssens, F. Brison and H. Van Hees)
- “Terugroeping, definitieve verwijdering en vernietiging van inbreukmakende goederen vanuit Belgisch perspectief” (“recall, definite removal and destruction of infringement goods”), *BMM Bulletin* 1/2018, p. 40-47
- “Messi scores trademark goals as General Court finds no likelihood of confusion between MESSI and MASSI”, *World Trademark Review* 13 June 2018
- “Cipriani case: are drinks in class 32 and bar and restaurant services in class 43 similar?”, *World Trademark Review* 12 April 2018
- “Love to lounge held to be a valid mark”, *World Trademark Review*, 2 November 2017
- *Kroniek intellectuele eigendomsrechten 2015-2016* (“*Overview IPR 2015-2016*”), *RW 2017*, p. 1 (co-authors: M-C Janssens, F. Brison and H. Van Hees)

- "Different yet the same: intermediary liability in physical and online markets", *World Trademark Review* 2017, p 42-45
- "No similarity between signs: game over!" comments on the Monster "claw device" decision of the General Court, *World Trademark Review* 16 January 2017
- "69 in a difficult position as General Court holds it to be descriptive" (co-author Caro Van Wichelen), *World Trademark Review* 31 October 2016
- "Oudere buitenlandse handelsnaam versus jongere handelsnaam en merk", *IRDI* 2016/2, p. 172-174
- Beschermingsomvang en -beperkingen van een merk" ("Scope of protection of trademarks and limitations"), *IRDI* 2016/1, p.82-93
- "Oudere buitenlandse handelsnaam versus jongere handelsnaam en merk" ("Earlier foreign trade name vs older trade name and trade mark"), *IRDI* 2016, p.172-174
- Chapter "Belgium" in *INTA, Enforcement, an international litigation guide*, November 2016 (co-author Diederik Arnaut)
- "BEST, beter laat dan nooit" ("BEST, better late than never"), *IRDI* 2015, p. 235-236
- World Trademark Review "Moët Hennesy successfully enforces Veuve Cliquot colour mark" (co-author Sarah Van Nevel), *World Trademark Review* 7 February 2012
- "Bye bye Baby-dry? The use of a hyphen and the syntactically unusual juxtaposition" comments on the Vector-Lycopin decision, *World Trademark Review* 2010
- "Kroniek intellectuele eigendomsrechten 2013-2014" ("Overview IPR 2013-2014"), *RW* 2015, p. 162 (co authors: M.-C. Janssens, F. Brison en H. Van Hees)
- "Hewlet Packard's ELITEPAD mark held to be descriptive", *World Trademark Review* 17 November 2015
- "ECJ: Meaning of Arabic words must be taken into account to assess likelihood of confusion", *World Trademark Review* 1 September 2015
- "Res judicata attached to national CTM courts judgement not binding on OHIM", *World Trademark Review* 22 April 2015
- "Je suis a trademark? Slogan-related application just the latest in a growing trend", *World Trademark Review* 13 January 2015

- “Parody, comments on the judgement of ECJ of 3 September 2014”, *E-Commerce Law Reports* 2015, nr 5, p.8
- “Brussels Commercial Court bares its teeth and protects shape of dag food”, *World Trademark Review* 12 December 2014
- “Kroniek intellectuele eigendomsrechten 2011-2012” (“Overview IPR 2011-2012), *RW* 2013, (samen met M.-C. Janssens, F. Brison en H. Van Hees) p. 883-901
- “Vergelijkende reclame, mede in het licht van de rechtspraak van het Hof van Justitie” (“Comparative advertising het light of the case law of EUCJ”), *BIE* 2013, 294-308 and 322-331.
- “Use of ‘Oscar’ by insurance company held to infringe well-known OSCAR mark (met J. Muyltermans), *World Trademark Review* 2 October 2013
- “Bad faith and abuse of rights is irrelevant if public interest is involved”, *World Trademark Review* 21 June 2013
- “Gebruik en misbruik van merken op het internet” (Use and misuse of trademarks on the internet), in “*Social Media, recht of anarchie?*” *Tendensen in het bedrijfsrecht*, Brussels, 2012
- “Mark owner cannot avoid obligation to use mark by relying on use of similar mark”, *World Trademark Review* 16 juli 2012
- “No more dodging the bullet: Red Bull obtains injunction against intermediary”, *World Trademark Review* 30 oktober 2012
- “InBev ordered to recall Jupiler Blue over colour mark infringement”, *ILO Newsletter* 23 July 2012 (co-author, J. Muyltermans)
- “Belgium: an expedited approach in IP matters”, *World Trademark Review* October-November 2012
- “Unfair equals unfair – even in the absence of IP rights”, in Trademark Toolkit: Look-alike packaging, *World Trademark Review* April/May 2012, p.14
- “Verwarringsgevaar in het merkenrecht – Analyse van de rechtspraak in oppositieprocedures” (“Risk of confusion in trade mark law: analyses of the case law of the General Court in opposition proceedings”) in *T.B.H* 2011, p. 957-998
- “‘Beb’ element not weakly distinctive for baby food”, in *World Trademark Review* 24 April 2012
- “Moët Hennesy successfully enforces Veuve Cliquot colour mark” (Co-author S. Van Nevel), in *World Trademark Review* 7 February 2012

- "Implementation of the EU Enforcement Directive in Belgium", *BIE* 2012, pp 95-102
- "Registered colour marks shown to be powerful tools" (met J. Muyldermans), *World Trademark Review* 9 September 2011
- "Evoluties binnen het recht van de intellectuele eigendom 2009-2010" ("Overview IPR 2009-2010"), *IRDI* 2011, 174-200 (co-authors F. Brison, M.-C. Janssens, H. Vanhees)
- "Cookery and rights protection: a recipe for disaster?", *ILO Newsletter: Intellectual Property* 21 FebruarY 2011 (Co-auteur: A. De Bleeckere)
- "Linking two descriptive words with hyphen does not render mark distinctive", *World Trademark Review* 6 September 2010
- Chair of the AIPPI working group drafting a paper on Q215: "Protection of trade secrets through IPR and unfair competition in Belgium", 2010
- "Belgium retains power of surprise over infringers", *World Trademark Review* October-November 2010, p. 41
- "In het kielzog van Bellure: inbreuk op bekende merken in de Benelux" ("Riding on the coat-tails of Bellure, an overview of post L'Oréal / Bellure cases in the Benelux"), *Bull. BMM* 2010, p. 46-55 (Co-author K. Neefs)
- "Onel ruling plunges Europe into confusion", *World Trademark Review*, 26 January 2010
- "Limonchelo II: an extreme interpretation of Limonchelo I?", *World Trademark Review* 27 January 2009 (Co-author S. Lardinoit)
- "Grey and counterfeit goods in transit: trademark law in no-man's land", supplement to *iam magazine*, 2009, p. 12-15
- "Bescherming van bekende merken: overzicht van de rechtspraak van het Hof van Justitie en het Gerecht van Eerste Aanleg" ("Protection of well known trademarks: overview of the case law of the ECJ and the CFI"), *IRDI* 2008, p. 231-243
- "Handelsnaam: conflicten met merken en domeinnamen in de Benelux vanuit Nederlands en Belgisch perspectief" ("Tradenames: conflicts with trademarks and domain names in the Benelux"), *Bull. BMM* 2008, (Co- author T. Cohen Jehoram)
- "The transit debate in Europe is not over", written contribution for the *INTA annual meeting in Berlin*, May 2008

- “De beschermingsomvang van een ouder merk in conflict met een identieke jongere handelsnaam nà het Céline arrest van het Hof van Justitie” (“The scope of protection of an older trademark in conflict with an identical younger trademark after the Céline judgment of the ECJ”), *IRDI* 2008, p. 31-37
- “De onaanvaardbare weigering van het BBIE tot aanpassing van de grafische voorstelling van kleurmerkdepots” (“The unacceptable refusal of the BOIP with respect to amendments of the graphical representation of registrations for colour marks”), *IRDI* 2007, p. 320-324
- “Book review of Antoine Braun’s *Précis des Marques* (Larcier 2004, 1006 p.)”, *Bull. BMM* 2006
- “Kleurmerken in de Benelux: weg uit de grijze zone?” (“Colour marks: away from the grey zone”), *Bull. BMM* 2005, p. 21-35
- “Conflicts entre marques, dénominations sociales, noms commerciaux et noms de domaine” (“Conflicts between trademarks, company names, trade names and domain names”) in *Droits intellectuel: à la rencontre d’une stratégie pour l’entreprise*, Ulg Commission de Droit et Vie des Affaires, Bruylant, Brussels, 2002, p. 259-318
- “De beëindiging van een concessie van alleenverkoop van onbepaalde duur overeenkomstig de Wet van 27 juli 1961 in het licht van recente rechtspraak (1997-2000)” (“The termination of distributorship agreements under the Belgian distributorship act of 27 juli 1961: recent case law (1997-2000)”), in *Handels- en verzekeringsrecht (Themis: academiejaar 2001-2002, 12)*, Die keure, Brugge, 2002, p. 91-100
- “De beoordeling van het verwarringsgevaar tussen een niet bekend merk en een inbreukmakend teken aangewend voor identieke of soortgelijke producten of diensten (art. 13 A 1 b BMW)” (“The appreciation of the risk of confusion between a trademark that is not well known and an infringing sign used for identical or similar products or services”), *IRDI* 2000, p. 52-58 (Comment to the “Lloyd / Klijsen” judgment of the European Court of Justice of June 22, 1999)
- “The first rulings of the OHIM’s Boards of Appeal related to colour marks”, *Ing. Cons.* 1999, p. 278-283 (Co-author F. Gevers)
- “Handelsnaam - Vennootschapsnaam - Merk - Bescherming en onderlinge conflicten: rechtspraak (1990-1997)” (“Trademarks – company names – trade names: protection and conflicts: case law (1990-1997)”) *TBH* 1999, p. 72-96 (Co-author G. Bogaert)

- "De conformiteit van de Wet van 27 juli 1961 met Verordening 1475/95 bij de beëindiging van een automobielconcessie van onbepaalde duur" ("The termination of car distributorship agreements and the conformity of the Belgian distributorship act of 27 juli 1961 with EU Regulation 1475/95"), *TBH* 1997, p. 378-384
- "Houdt het vorm-monopolie van LEGO stand?" ("Will the monopoly of the shape of the LEGO bricks stand?"), *IRDI* 1997, p. 68-73
- "Het gebruik en de overdracht van de geslachtsnaam als (bestanddeel van de) handelsnaam" ("The use and transfer of family names as (parts of) trade names"), *TBH* 1997, p. 443-445
- "The EU Directive on the legal protection of databases", *IRDI* 1996, p.52-58 (Co-author K. Roox)
- "De privé-kopie van geluids- en audiovisuele werken" ("Private copying of audiovisual works"), *IRDI* 1996, p.122-130
- "Eenzijdige beëindiging van de overeenkomst door de concessionaris in de automobielsector" ("Termination of a car distributorship agreement") in *Distribution law 1987-1992*, Diegem, Kluwer 1993, p. 95-100
- "Recommendations of the Software Commission with respect to the implementation in Belgian Law of the EU Harmonisation Directive on the Protection of Computer Programmes" (as a member of the Commission), *Computerr.* 1992/4, p.
- "Parasitaire concurrentie versus auteursrecht" ("Passing-off and copyright"), in *Jaarboek handelspraktijken 1991*, Story-Scientia, Brussels, 1992, 509-511
- "Bestrijding van softwarepiraterij voor de stakingsrechter" ("Fighting software piracy"), in *Jaarboek Handelspraktijken 1990*, Story-Scientia, Brussels, 332-341
- "Handelsnaam - Vennootschapsnaam - Merk - Bescherming en onderlinge conflicten: rechtspraak (1990-1997)" ("Trademarks – company names – trade names: protection and conflicts: case law (1984-89)"), *TBH* 1990, p. 192-215 (With G. Bogaert)
- "Merk – vennootschapsnaam - handelsnaam: conflicten" ("Trademarks - company names - trade names: conflicts"), in *Jaarboek handelspraktijken 1989*, Story-Scientia, Brussels, 1990, p. 354-359
- "Intellectual property rights and university inventions, comments on the proposal of the Flemish Inter-Universitary Council", *Nieuw Tijdschrift van de Vrije Universiteit Brussel*, 1988/01

- “Protection of service marks in the Benelux”, *Chamber of Commerce of Belgium and Luxembourg*, August 1987

B. SPEAKER AT SEMINARS & CONFERENCES

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| 28 January 2020 | “Likelihood of confusion: the 3-step test and recent trends in the case law of EU Courts”, webinar, EUIPO, Alicante |
| 29 November 2019 | “Conflicts between trade marks, trade names and domain names”, seminar Declercq & Partners, Sint-Martens-Latem |
| 29 November 2019 | “Niet geregistreerd, maar toch verzet tegen nabootsing?” (Not registered, but still opposition against slavish copies?), Lustrum Edition BMM (45Y), Ghent |
| 11 October 2019 | “IP Mock Trial”, Benelux Trademark and Industrial Design Foundation (BBMM), Brussels |
| 14 August 2019 | “Likelihood of Confusion: the 3 step test”, IP Law Summer School, Downing College, Cambridge |
| 4 June 2019 | Interplay between trade marks, trade names and domain names in the “context of enforcement of rights”, webinar, EUIPO Alicante |
| 7 May 2019 | “Update on IPR”, Vlaams Pleitgenootschap (VPG), Brussels |
| 21 March 2019 | Chairman afternoon session at the conference “A tribute to Florent Gevers, in memoriam “à travers le temps”, organized by BMM and LES, Brussels |
| 10 December 2018 | Representation of the BMM at the “European IP Associations dialogue & users’ group conference” organized by the General Court, Luxembourg |
| 7 December 2018 | “Protection of weak trademarks and weak trade names”, 20 th Benelux Trademark Day, Amsterdam |
| 6 December 2018 | “Merkenrecht” (Trademark law”), a training course for Belgian judges organized by the Institut de Formation Judiciaire (IFJ-IGO), Knokke |
| 19 October 2018 | “Update octrooirecht” (“Update patent law”), M&D Seminars, Ghent |

- 15 August 2018 "Likelihood of confusion: the 3 - step test", IP Law Summer School, Downing College, Cambridge
- 17 May 2018 "Augmented and virtual reality: most advanced issues", EUIPO, IP Roundtable, Brussels
- 20 April 2018 "Member of a panel of judges at the INTA Young Practitioners and Trademark Administrators Mock Trial", The Hague
- 05 February 2018 "Bescherming van intellectuele eigendom en bedrijfsgeheimen" (Protection of IP and trade secrets"), Etion, Brussels
- 14 December 2017 "De vordering tot staking van een inbreuk op een IE-recht" ("The cease and desist action against an IPR infringement"), Colloquium Handhaving van intellectuele rechten in België, Dworp
- 12 October 2017 "Recente ontwikkelingen in het merkenrecht" ("Recent evolutions in trademark law"), IE-Forum, Brussels
- 22 June 2017 "Overdracht van technologie, uitputtingsbeginsel en parallel handel" ("Transfer of technology, principle of exhaustion and parallel trade"), ie-net ingenieursvereniging (www.ie-net.be)
- 19 April 2017 "Help! Namaak op een beursstand. Wat doen?" ("Help! Counterfeit products at my booth: What now?"), Febelux & Besa, ICC Ghent, Duo-presentation with Mr Olivier Vrins
- 28 March 2017 "Oneerlijke concurrentie als vangnet bij gebrek aan IE-bescherming – La concurrence déloyale comme palliative à l'absence de protection de la propriété intellectuelle", Duo presentation with Mr Vanbrabant, VSMR-AEDC, Brussels
- 7 September 2016 "Update on CJEU Case Law (September 2015 – September 2016), Marques, Alicante
- 10 November 2016 "*Recente ontwikkelingen in het merkenrecht*" ("Recent evolutions in trademark law"), IE Forum, Brussels
- 16 May 2016 "Merken: beschermingsomvang en –beperkingen" ("Scope of protection of trademarks and limitations"), Centre for IT & IP of the Leuven University (KU Leuven)

- 13 May 2016 “IE: procedure en handhaving” (“IP: enforcement and court proceedings”), CBR, Antwerp University (UA)
- 26 April 2016 “Hoe giet u IE in contracten met derden?” (“IP in contractual relations with third parties”), Copy Talks, Agentschap innoveren en ondernemen
- 24 March 2016 “Handelsnaam, niet langer de Assepoester onder de IE-rechten?” (“The trade name, no longer the Cinderella amongst the IP rights?”), BMM conference
- 28 January 2016 Table speech at the 9th IP-Diner, Industriële Groote Club, Dam, Amsterdam
- 22 January 2016 “Update Octrooirecht” (“Update patent law”), M&D Seminars, Ghent
- 23 September 2016 “Update on the Case Law of the EUCJ, capita selecta trademark cases September 2015 - September 2016”, Marques 30th Annual Conference.
- 29 September 2015 “*Recente ontwikkelingen in het merkenrecht*” (“Recent evolutions in trademark law”), IE Forum, Brussels
- 8 May 2015 “*De handhaving van intellectuele eigendomsrechten in het WER*” (IPR enforcement in the Belgian Code of Economic Law), Vlaams Pleitgenootschap, Brussels
- 22 November 2014 “*Dispute resolution strategy*”, seminar Gevers, Brussels
- 16 October 2014 “*Trademark law: Back to Basics*”, seminar Contrast, Brussels
- 3 December 2013 and 10 December 2013 “*Vergelijkende reclame; de goedkoopste, de mooiste, de beste?*” (“Comparative advertising: the cheapest, the most beautiful, the best?”), VBO Antwerp and Brussels
- 4 October 2013 “Update octrooirecht” (“*Update Patent law*”), M&D Seminars, Ghent
- 11 September 2013 “*Licentieovereenkomsten inzake intellectuele eigendom en overeenkomsten inzake technologieoverdracht*” (“IP license agreements on technology transfer agreements”), M&D Seminars, Ghent
- 11 June 2013 “*Merkinbreuken in een digitale omgeving*” (“Trademark infringements in a digital environment”), VBO Brussels
- 15 November 2012 “*Gebruik en misbruik van merken op het internet*” (“Use and misuse of

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| | trademarks on the internet”), study day “Social Media”, organized by the Belgian Association of company lawyers (IBJ-IJE), Brussels |
| 25 September and 23 October 2012 | <i>“Patent Litigation before the Belgian Courts”</i> , Technology Institute (KVIV), Antwerp |
| 19 June 2012 | <i>“How to proof IP infringements? Saisie-contrefaçon and other judicial means”</i> , Technology Institute (KVIV), Antwerp |
| 25 May 2012 | <i>“Protection of trade secrets and know-how within a company”</i> with Sophie Lens, inhouse seminar for Total (Paris) |
| 24 November 2011 | <i>“Preliminary injunction and expedited injunctions proceedings on the merits”</i> on a study day with respect to “sanctions and proceedings in IP” co-organized by the Belgian groups of the LIDC, AIPPI or ALAI |
| 14 October 2011 | <i>“Recent evolutions in patent law</i> , M&D Seminars, Ghent |
| 10 October 2011 | <i>“Reflexwerking: geen IE recht en toch oneerlijke mededinging?”</i> <i>“Protection via unfair competition in the absence of IP-rights?”</i> (co-speaker: V. Fossoul), Belgian Copyright Association |
| 27 May 2011 | <i>“Choice of the name and use requirements of plant variety denominations”</i> , a study day on the new Belgian law on plant variety rights, seminar organised by Altius, Brussels |
| 7 June 2011 | <i>“How to act against counterfeit?”</i> , Vlaams Agentschap Ondernemen, Bruges |
| 19 May 2011 | <i>“Protection of well-known trademarks and territorial requirements with respect to the use of a CTM”</i> , AIPPI, Brussels |
| 15 February 2011 and 17 February 2011 | <i>“Status questionis 50 years after the Distribution Act of 1961”</i> For the Belgian Association of company lawyers (IBJ-IJE), Brussels and Antwerp |
| 31 January 2011 | <i>“Google AdWords”</i> , Kirkpatrick, trademark attorneys |

- 9 December 2010 *"Dilution and luxury brands: do they get the protection they deserve?"*, conference on "national marks and CTM's: enforcement and future harmony for INTA, Barcelona
- 5 October 2010 *"IP and contracts with third parties"*, IP-Day, program organised by Vlaams Agentschap Ondernemen, Ghent
- 27 October 2009 *"IP license agreements and transfer of technology agreements"*, M&D seminars, Brasschaat
- 29 September 2009 *"Community Trademark Courts & Design Courts"*, OHIM, Alicante
- 25 May 2009 *"Business secrets in court proceedings between competitors"*, AECD-VSMR, Brussels
- 12 May 2009 *"Protection of reputed trademarks"*, AIPPI, Brussels
- 29 April 2009 *"Recent developments in copyright law"*, M&D Seminars, Ghent
- 28 April 2009 *"Protection of trade secrets towards ex-employees"*, the Belgian Association of company lawyers (IBJ-IJE), Antwerp
- 17 March 2009 *"Introduction to IP law"*, Sint-Lucas, Brussels
- 10 February 2009 *"IP license agreements and technology transfer agreements"*, Technology Institute (KVIV), Antwerp
- 24 September 2008 *"Recent case law and new developments in patent law"*, Post Academic Program organized by M&D Seminars, Ghent
- 29 May 2008 *"Use and misuse of intellectual property on the internet: an overview of recent case law with respect to internet and trademarks"*, Post Academic Training Course at the Free University of Brussels (VUB)
- 20 May 2008 *"Use of information obtained through customs under the anti-piracy Regulation against parallel traders"*, Annual meeting of the International Trademark Association (INTA), Berlin

- 20 March 2008 *"The scope of protection of an older trademark in conflict with an identical younger trade name after the Céline judgment of the ECJ of 11 September 2007"*, Bi-annual meeting of the Benelux Trademark and Industrial Design Association (BMM), Turnhout
- 22 January 2008 *"How to fight against counterfeiting and piracy?"*, Post Academic Training Course at the Catholic University of Leuven (KUL), Kortrijk
- 29 November 2007 *"Anti-counterfeiting"*, Police training for local officers, Asse
- 8 November 2007 *"The growing impact of self regulation and ethical codes"*, Belgian Association of company lawyers (IBJ-IJE), Brussels
- 24 October 2007 *"How to act against trademark infringements?"*, Post Academic Course organized by CONCreas, Antwerp
- 27 September 2007 *"Exhaustion of rights and parallel trade"*, Post Academic Training Course for KVIV, Antwerp
- 21 September 2007 *"Community Trademark Courts"*, IP Seminar organized by OHIM, Alicante
- 6 June 2007 *"New Belgian IP legislation implementing EC Directive 2004/48"*, Agoria, Brussels
- 4 June 2007 *"Towards a more efficient way to fight piracy before criminal courts"*, Conference organized by the Belgian groups of ALAI, LIDC and AIPPI, Brussels
- 31 May 2007 *"Recent developments in trademark and advertising law"*, post-academic training course at the Free University of Brussels (VUB)
- 16 April 2007 *"What's in a name?, an introduction to trademark law"*, Junior Chamber International, Aalst
- 26 October 2006 *"Transfer of technology" and "The exhaustion of intellectual property rights and parallel trade"*, Technology Institute (KVIV), Antwerp

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| 17 October 2006 and 5 December 2006 | <i>"Protection against Look-alikes"</i> , Belgian Association of company lawyers (IBJ-IJE), Brussels |
| 10 July 2006 | <i>"Community Trademark Courts"</i> , OHIM Summer Academy, Alicante |
| 29 April 2006 | <i>"Reform of the Belgian law with respect to anti-counterfeiting and piracy"</i> , conference organized by the Ministry of Economic Affairs, Brussels |
| 29 March 2006 | <i>"The Belgian legal framework with respect to anti-counterfeiting"</i> , academic session at the Catholic University of Brussels (KUB) for the launch of the book edited by O. Vrins and M. Schneider, "Enforcement of intellectual property rights through border measures: law & practice in the EU" (Oxford University Press, 2006) |
| 17 March 2006 | <i>"Recent developments in Benelux and European trademark law"</i> , 8th Benelux Trademark Day, The Hague |
| 23 February 2006 | <i>"Recent developments in trademark law"</i> , post-academic training course, Free University of Brussels |
| 17 April 2005 | <i>"What's in a name?, an introduction to trademark law"</i> , Bruges Bar Association |
| 24 February 2005 and 24 March 2005 | <i>"Patent litigation before the Belgian Courts"</i> , Technology Institute, KVIV, Antwerp |
| 27 January 2005 | <i>"How to proof IP infringements? Saisie-contrefaçon and other judicial means"</i> , Technology Institute (KVIV), Antwerp |
| 9 November 2004 | <i>"Can we discuss taste & colors? at the academic session "the Benelux ®-evolution"</i> , organised by the Benelux Trademark office |
| 8 June 2004 | <i>"Due diligence with respect to IP"</i> , ING Bank, Brussels |
| 3 June 2004 | <i>"Alternative procedures to saisie-contrefaçon"</i> , conference "use and misuse of discovery" organized by the Belgian Business Federation |

(VBO-FEB), Brussels

- 19 February 2004 *"Reversal of proof in parallel import cases after the Van Doren judgment of the ECJ?"*, Belgian Competition Law, Brussels
- 24 November 2003 *"Electrical Engineering and general business-related acquires with respect to intellectual property rights"*, PHARE Business support programme, Brussels
- 10 October 2003 *"Intervention of customs authorities under EU Regulation 1383/2003"*, Belgian Copyright Association, Brussels
- 26-29 August 2002 *"Industrial property and copyright in the ICT sector"*, PHARE-Business Support programme for Central and Eastern Europe at the Electronic Industry of the Slovak Republic Union, Bratislava
- 12-16 August 2002 *"Industrial property and copyright in the ICT sector"*, PHARE-Business Support programme for Central and Eastern Europe, at the Hungarian IT Association, Budapest
- 23 May 2002 *"Termination of distributorship agreements under Belgian law: recent case law"*, Postgraduate training course for Themis, Brussels
- 19 April 2002 *"Protection of intellectual property against counterfeit and piracy"*, conference organized for Belgian magistrates and judges, Ministry of Justice, Brussels
- 5 February 2002 *"Conflicts between trademarks, company names, trade names and domain names"*, Gevers & Partners, Brussels
- 11-12 October 2001 *"Conflicts between trademarks, company names, trade names and domain names"*, Commission de Droit et Vie des Affaires, University of Liège
- 8-10 October 2001 *"How do judges interpret trademark infringements in the Benelux?"*, PHARE seminar on Trademark Enforcement as part of the Regional Intellectual Property Programme (RIPP) for Central and Eastern

Europe, Vilnius

- 3-5 September 2001 *"How do judges interpret trademark infringements in the Benelux?"*, PHARE seminar on Trademark Enforcement, as part of the Regional Intellectual Property Programme (RIPP) for Central and Eastern Europe, Warsaw
- 23-25 July 2001 *"How do judges interpret trademark infringements in the Benelux?"*, PHARE seminar on Trademark Enforcement, as part of the Regional Intellectual Property Programme (RIPP) for Central and Eastern Europe, Riga
- 17 May 2001 *"Recent developments related to intellectual property rights"*, Postgraduate training course, Free University of Brussels
- 8 March 2001 *"Interpretation of trademark infringements in the light of the recent case law of the European Court of Justice"*, XXVII Postgraduate Willy Delva training course at the University of Ghent
- 4-7 February 2001 *"How do judges interpret trademark infringements in the Benelux?"*, PHARE seminar on Trademark Enforcement, as part of the Regional Intellectual Property Programme (RIPP) for Central and Eastern Europe, Budapest
- 23 November 2000 *"Parallel trade and intellectual property"*, Maklu Meetings, Antwerp
- 26 October 2000 *"Protection of secret company information"*, *"Transfer of technology"* and, *"Patent and know-how licence agreements"*, Belgian Association of Corporate Lawyers (IBJ), Brussels
- 11-14 September 2000 *"How do judges interpret trademark infringements in the Benelux?"*, PHARE seminar on Trademark Enforcement, as part of the Regional Intellectual Property Programme (RIPP) for Central and Eastern Europe, Bucharest
- 7 September 2000 *"Exclusive and selective distribution agreements"*, Seminar on EU Regulation no 2079/1999 on vertical agreements, M&D Seminars,

Brasschaat

- 26 June 2000 “*Copyright protection of jewellery*”, Belgian Jewellery Design Circle, Ars Nobilis, Brussels
- 20 November 1998 “*Conflicts between trade names and trade marks*”, AIPPI, Brussels
- 10 November 1998 “*True or False?*” panellist at the conference on “Civil and criminal actions following trademark infringements” organised by the Benelux Trademark Office at the Sheraton Hotel, Brussels
- 4-8 November 1998 Belgian *rapporteur* with respect to the question “*Does TRIPS assure a better protection of indications of origin and designations of origin and does it constitute an appropriate instrument for this purpose?*” at the Conference of the International League of Competition law, Lisbon
- 9 September 1998 “*The TRIPS Agreement: direct effect?*”, Belgian Competition Law Association, Brussels
- 15 May 1998 “*Intellectual Property Rights and Employment Agreements*”, Socia B.S. and Fabrimetal, Diegem
- 28 May 1997 “*Reputation, valorisation and legal protection of trademarks*”, Faculté Polytechnique de Mons
- 8 December 1995 “*Digitisation of works*”, E.S.C. International, Brussels
- 30 November 1995 “*The Community Trademark: a promising idea?*”, Belgian Business Federation (VBO-FEB), Brussels
- 16 November 1995 “*Agency agreements under the new Law of 13 April 1995*”, Die Keure, Brussels
- 11 January 1995 “*Recent developments in intellectual property rights and strategies for companies to protect their intellectual property rights*”, Brussels Bar Association
- 12 September 1994 “*European Design Protection*”, Licensing Executives Association, Delft

(The Netherlands)

- 21 October 1993 *“Legal procedures related to infringements of the new Belgian Competition Law”*, Belgian competition law association, Brussels
- 30 September 1993 *“Distribution law in Belgium”*, Law Society of Scotland and Scotland in Europe, Edinburgh
- 21 January 1993 *“Legal aspects of commercial communications”*, Brussels Chamber of Commerce

C. ACADEMIC QUALIFICATIONS

Master’s degree in Law, Free University of Brussels (VUB), 1983, magna cum laude

Master’s degree in European Law, College of Europe, Brugge, 1984, cum laude

International Trade & Finance Summer School of the University of Vienna, July-August 1984

Master’s degree in Commercial Law, Free University of Brussels (VUB), 1986, cum laude

Certificate of the University of Georgia School of Law, USA, courses organised by the Brussels Bar Association 1989-1992

D. PROFESSIONAL EXPERIENCE

- Jul. 20 – date Partner at the law firm FENCER, Brussels
- Jan. 02 – Jun. 20 Partner at the law firm ALTIUS, Brussels
- Oct. 96 – Dec. 01 Partner at the law firm DE BAUW & MAEYAERT, Brussels
- May 91 – Sep. 96 Partner at the law firm PRICE AND PARTNERS, Brussels

- Aug. 90 – Apr. 91 Associate at the law firm COVINGTON & BURLING, Brussels
- Dec. 86 – Jul. 90 Legal Assistant in the Commercial Law department of the Faculty of Law at the Free University of Brussels (research & lectures)
- Trainee at the law firm DE CALUWE, PUTZEYS, 'T KINT, VAN FRAEYENHOVEN AND PARTNERS, Brussels – (traineeship supervised by Mr Aimé De Caluwé)
- Nov. 85 – Nov. 86 Military service: Reserve Lieutenant in the Belgian Navy
- Oct. 84 – Oct. 85 Legal Assistant in the Commercial Law department of the Faculty of Law of the Free University of Brussels (VUB) (research & lectures)

E. MISCELLANEOUS

- Past President of the Benelux Trademark and Industrial Design Association (BMM), 2017-2019
- Past President of the Belgian Competition Law Association (VSMR – AEDC)-
- Past treasurer of the International League of Competition law (LIDC), 2005-2007
- Past President of the Belgian AIPPI sub committee “IPR and unfair competition” until 2014
- Former board member of the Benelux Trademark and Industrial Design Foundation (BBMM), 2004-2009
- Former Guest Lecturer “Trade Practices and Distribution”, Antwerp Business School, Executive MBA Programme, 1997-2000
- Former Guest Lecturer “International Distribution” in the business program “Export management” at the IPO-UFSIA Management School, Antwerp, 1998-2001
- Former Guest Lecturer in “Pharmaceuticals and Trademark Law”, Faculty of Bio-medical Sciences at the Catholic University of Leuven (KUL), 2005-2013
- Former member of the Anti-counterfeiting & Enforcement Committee at INTA and contributor to the “legal framework for anti-counterfeiting in Belgium”, 2005

- Former member of the Belgian Intellectual Property Council, an advisory council created under the supervision of the Belgian Minister of Economic Affairs, 2006-2018