

## WIPO LIST OF NEUTRALS

### BIOGRAPHICAL DATA

Lorenz EHRLER  
Partner  
Bugnion Ballansat Ehrler  
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Date of Birth: August 31, 1968

Nationality: Swiss

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### EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS

Doctor of Laws, University of Zurich, Switzerland, 1999;  
Master of European Studies, Universidad Autónoma de Barcelona, Spain, 1999;  
Law Degree, University of Zurich, Switzerland, 1993.

Admitted to the Bar, 1996.

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### LANGUAGES

German, French, English;  
(Spanish and Italian, read and spoken).

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### PRESENT POSITION

Partner, Bugnion Ballansat Ehrler, Geneva and Zug, since 2006.

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June 30, 2010

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**PROFESSIONAL EXPERIENCE BEFORE PRESENT POSITION**

Partner, Bugnion, Wagner-Mesciaca & Partners, Geneva and Zug, 2004-2006;  
Associate, Lenz & Staehelin, Geneva and Zurich, 1999-2003;  
Legal Counsel, Siemens Switzerland Ltd., Zurich, 1996-1998.

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**AREAS OF SPECIALIZATION**

Intellectual Property Law (trademarks, patents, copyright, industrial designs, company names);  
Information Technology Law (mainly IT contracts);  
Commercial Law and Corporate Law.

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**MEMBERSHIP IN PROFESSIONAL BODIES**

Swiss Federation of Lawyers;  
Geneva Bar Association;  
AROPI (Association Romande de Propriété Intellectuelle ; Vice-chairman);  
AIPPI (Association Internationale pour la Protection de la Propriété Intellectuelle);  
INGRES (Institut für gewerblichen Rechtsschutz) ;  
INTA (International Trademark Association);  
Association Genevoise de Droit des Affaires (AGDA).

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**EXPERIENCE IN INTELLECTUAL PROPERTY**

Legal advice, drafting and negotiating agreements, and litigation, mainly in the fields of distinctive signs, patents and copyright.

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**MAJOR PUBLICATIONS**

*Das Folgerecht / Le droit de suite*, Thesis, Zurich 2001;  
*eCommerce in Switzerland* (Co-author with Guy Vermeil), in: David C. Jacobson / Marshall S. Shapo / Anne Nicholson Weber, *International eCommerce, Business and Legal Issues*, Chicago 2001.

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**EXPERIENCE IN COURT LITIGATION**

Litigation practice before the state courts of Geneva, Zurich, Aarau and Zug, and before the Swiss Federal Court, in particular with respect to patents, trademarks and company names.  
Co-counsel in two arbitration cases (one in the field of telecommunications, the other in the field of construction machines) under the rules of the ICC.

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**PROFESSIONAL TRAINING/EXPERIENCE IN MEDIATION**

Several disputes resolved by means of out-of-court settlements.  
WIPO Workshop and WIPO Advanced Workshop for Mediators in Intellectual Property Disputes, 2005.

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