



## WIPO LIST OF NEUTRALS

### BIOGRAPHICAL DATA

Michael TREIS  
Baker & McKenzie  
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Switzerland

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Date of Birth: December 23, 1957

Nationality: Swiss

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### EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS

Abitur, Deutsche Schule Stockholm, 1977;

Trainee with Commerzbank AG, 1977-79;

Law Studies, Universities of Munich and Lausanne, 1979-85;

Bar exam, Munich, 1988;

Doctoral thesis on unfair competition law "Recht des unlauteren Wettbewerbs und Marktvertriebsrecht in Schweden", University of Munich, 1990;

Bar exam, Zurich, 1996.

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### LANGUAGES

English, German, French, Swedish.

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July 21, 2004

### **PRESENT POSITION**

Partner, Baker & McKenzie, responsible for the Intellectual Property Department;  
Chairman, Steering Committee, Baker and McKenzie European Intellectual Property Practice  
Group.

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### **PROFESSIONAL EXPERIENCE BEFORE PRESENT POSITION**

Articles work in Munich, 1985-88;  
Worked with law firm Klaka & Partner and the Superior Court of Bavaria, 1985-88;  
Research Assistant with the Max Planck Institute for Intellectual Property Law, Munich, 1985-88;  
Associate with Baker & McKenzie, specializing in intellectual property, in particular on trademark  
and unfair competition (Geneva, 1989-92), (Frankfurt, 1992-93), (Zurich, 1993-97);  
Teacher in intellectual property law at the Federal Polytechnical University of Zurich (ETH), post-  
graduate course.

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### **MEMBERSHIP IN PROFESSIONAL BODIES**

International Association for the Protection of Industrial Property (AIPPI), Switzerland, Chairman of  
the Program Committee;  
Gewerblicher Rechtsschutz und Urheberrecht (GRUR);  
INGRES Institut für Gewerblichen Rechtsschutz;  
International Trademark Association (INTA);  
Association Suisse de Droit de Concurrence (ASEC).

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### **MAJOR PUBLICATIONS**

“Recht des unlauteren Wettbewerbs und Marktvertriebsrecht in Schweden”;  
Carl Heymanns Verlag, Schriftenreihe für Gewerblichen Rechtsschutz, Nr. 85, 1991;  
Numerous articles on trademark, design and unfair competition law.

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### **AREAS OF SPECIALIZATION**

Intellectual property, with focus on trademarks and unfair competition.

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### **EXPERIENCE IN INTELLECTUAL PROPERTY**

Fifteen years experience as an attorney and academic.

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### **EXPERIENCE IN DOMAIN NAMES**

Four years experience as an attorney.

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### **EXPERIENCE IN COURT LITIGATION**

Twelve years experience as attorney-at-law representing brand owners in trademark litigation before the Courts of Geneva, Zurich and Frankfurt;  
Same experience representing companies before the Swiss Federal Commission for Appeals in Intellectual Property Matters and the German Bundespatentgericht.

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**ARBITRATION EXPERIENCE**

**SUMMARY TABLE**

Type	Administering Institution		Role			
	Name	Number of Arbitrations	Presiding Arbitrator	Sole Arbitrator	Co-arbitrator	Counsel
International Arbitrations	AAA					
	ICC	3				3
	LCIA					
	Ad Hoc					
Number of cases: sub-total		3				3
Domestic Arbitrations	AAA					
	Ad Hoc					
Number of cases: sub-total						
<b>TOTAL</b>		<b>3</b>				<b>3</b>

**MEDIATION EXPERIENCE**

**SUMMARY TABLE**

Type	Administering Institution		Role	
	Name	Number of Mediations	Mediator	Counsel
International Mediations				
	Ad hoc	10	1	9
Number of cases: sub-total		10	1	9
Domestic Mediations (Estimates)	AAA			
	Court-annexed	15		15
	Ad Hoc	10	1	9
Number of cases: sub-total		25	1	24
<b>TOTAL</b>		<b>35</b>	<b>2</b>	<b>33</b>