

---

## WIPO LIST OF NEUTRALS

### BIOGRAPHICAL DATA

Rogier DE VREY  
CMS Law Firm  
Amsterdam  
The Netherlands



Nationality: Dutch

---

### EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS

Dutch Law (Economics of Public, Company and Private Law), Utrecht University, Utrecht, The Netherlands;  
Ph.D., University Utrecht (*unfair competition law*).

---

### LANGUAGES

Dutch, English

---

### PRESENT POSITION

Head of IP, CMS (Dutch office). Has extensive experience in advising on all aspects of intellectual property, unfair competition law, domain names, and media & advertising matters.

Associate Professor, University Utrecht (Center for Intellectual Property Law (CIER)).

---

### PROFESSIONAL EXPERIENCE BEFORE PRESENT POSITION

PhD on unfair competition and advertising law (*Towards A European Unfair Competition Law: A Clash Between Legal Families*). During this time, worked at several renowned institutions, including the European Commission, Queen Mary Intellectual Property Institute London, and the Max Planck Institute in Munich.

---

### MEMBERSHIP IN PROFESSIONAL BODIES

Member:

Editorial Board, Dutch IP Journal, Intellectuele Eigendom & Reclamerecht (IER);  
Dutch Artificial Intelligence Coalition (NL AIC);  
International Association for the Protection of Intellectual Property (AIPPI);  
Dutch Association of Intellectual Property Law Litigators (VIEPA);

February 1, 2023

---

Dutch Advertising Law Association (VvRr).

---

### **AREAS OF SPECIALIZATION**

Has a particular focus on international intellectual property law matters, both transactions and litigation. Advises in the areas of parallel trade, anti-counterfeiting, ambush marketing, sponsorship and licensing, ticketing regulation, exploitation and enforcement of (digital) media rights, advertising, and IP infringement.

---

### **EXPERIENCE IN INTELLECTUAL PROPERTY**

Experienced litigator and advisor on national and cross border intellectual property matters, unfair competition law and trade secret matters, with over 20 years of experience both in legal practice and in the academia.

- Chairman Study Committee from the Dutch Advertising Law Association (VvRr), responding to the ACM Guidance on protection of the Digital Consumer;
  - As a member of the Working Group for the Dutch AIPPI group, assisted in a report on "Inventorship of inventions made using artificial intelligence";
  - As assistant professor at the University of Utrecht, was involved in a project instituted by the WODC (the official research institution of the Ministry of Justice and Security) about the Regulation of Algorithms that make independent decisions.
- 

### **EXPERIENCE WITH RESPECT TO DOMAIN NAMES**

Advised on and litigated various domain names cases before Dutch courts (both supporting the plaintiff / domain name holder as well as the defendant);  
 Instituted and filed various complaints under the UDRP, successfully obtaining transfer of domain names for clients.

---

### **MAJOR PUBLICATIONS**

- "Het gebruiksmodel: (weer) als een phoenix herrezen?", *Intellectuele Eigendom en Reclamerecht (IER)* 2022/26, p. 211-212;
- "Kroniek over 2021: V. Modellenrecht, VIII. Kwekersrecht", *Intellectuele Eigendom en Reclamerecht (IER)* 2022/9 (jaarlijks verschijnende kroniek met bijdrage van R.W. de Vrey over Modellenrecht en Kwekersrecht);
- "Een race door het portretrecht: Beschouwingen n.a.v. de Verstappen/Picnic-zaak", *Intellectuele Eigendom en Reclamerecht (IER)* 2020/46, p. 362-372;
- "Handelspraktijken en reclame", in: Ewoud Hondius, Vanessa Mak e.a. (red), *Handboek Consumentenrecht Een overzicht van de rechtspositie van de consument*, Zutphen: Uitgeverij Paris 2020, p. 465-507;
- "Geen vruchtbare bodem meer voor het plantoecrooi?", *Intellectuele Eigendom en Reclamerecht (IER)* 2017/22, p. 173-174;
- "Rechtspolitieke aspecten van de volledige proceskostenregeling", *Intellectuele Eigendom en Reclamerecht (IER)*, 2015/54;
- "Vermogensrechtelijke gevolgen van oneerlijke handelspraktijken", *Vermogensrechtelijke Analyses (VA)* 2006-01, p. 51-71;
- "Eerlijk is eerlijk: de consument voorop?", *Tijdschrift voor Consumentenrecht & handelspraktijken (TvC)*, 2004-01, p. 2-11;

“Vergelijkende reclame: de vergelijking opgelost?”, *Intellectuele Eigendom en Reclamerecht (IER)* 2001-04, p. 164-175;

“Unauthorised exploitation of an athlete’s portrait in the Netherlands”, *World Sports Advocate*, 2018 (August), p. 11-13.

“Employees’ Intellectual Property Rights”: Part IIA: The Netherlands (2015), Country contribution for the publication “Employees’ Intellectual Property Rights”.

*International Handbook on Unfair Competition: §18 Netherlands*, (2013), p. 399-422, contributed the chapter on unlawful competition in the Netherlands.

---

#### **EXPERIENCE IN COURT LITIGATION**

Advised a party in various media and IP related matters, e.g., (virtual) advertising, clearing IP rights regarding music works and IP infringements;

Advised a party on various privacy issues;

Assisted a party in reviewing various promotional campaigns;

Advised and assisted a party in a trademark dispute;

Advised and litigated in a landmark case before the Supreme Court;

Assisted a party in entering in a multi-million dollar valued IP license agreement providing access to technology and trademarks of a global pharmaceutical enterprise.

---

#### **PROFESSIONAL TRAINING IN ARBITRATION**

Followed courses on arbitration during official training with the Netherlands Bar Association.

---

#### **EXPERIENCE IN ARBITRATION**

Advises parties and is involved in a number of arbitration cases.

---

#### **PROFESSIONAL TRAINING IN MEDIATION**

Followed courses on mediation during official training with the Netherlands Bar Association.

---

#### **EXPERIENCE IN MEDIATION**

Advises parties and is involved in a number of mediation cases.

---

## ARBITRATION EXPERIENCE

SUMMARY TABLE

Type	Administering Institution		Role			
	Name	Number of Arbitrations	Presiding Arbitrator	Sole Arbitrator	Co-Arbitrator	Counsel
International Arbitrations						
	Ad Hoc					
	Others					
<b>Number of Cases : Sub-Total</b>						
Domestic Arbitrations	WIPO (.nl domains)	7				
	WIPO (.nl domains)	4				
<b>Number of Cases: Sub-total</b>		11				
<b>TOTAL:</b>		<b>11</b>				

**MEDIATION EXPERIENCE**  
**SUMMARY TABLE**

Type	Administering Institution		Role			
	Name	Number of Mediations	Mediator		Counsel	
International Mediations						
	Ad Hoc					
	Others					
<b>Number of Cases : 0</b>						
<b>Sub-Total</b>						
Domestic Mediations						
	Court Annexed	3				
	Ad Hoc					
<b>Number of Cases:</b>		<b>3</b>				
<b>Sub-total</b>						
<b>TOTAL:</b>		<b>3</b>				