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**WIPO LIST OF NEUTRALS**

**BIOGRAPHICAL DATA**

Assen ALEXIEV  
Sofia  
Bulgaria



Nationality: Bulgarian

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**EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS**

Master's Degree in Law, Sofia University, 1990-95;  
Diploma, English Language School, Sofia, 1984-90.

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**LANGUAGES**

Bulgarian, English  
Written and oral Comprehension: Russian  
Oral Comprehension: French

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**PRESENT POSITION**

Bulgarian Trademark and Design Attorney, since 2000;  
European Trademark Attorney, since 2007.

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**PROFESSIONAL EXPERIENCE BEFORE PRESENT POSITION**

Partner, Attorney-at-law, Sabev and Partners Law Firm, Sofia, since 1998-2018;  
Expert, Legal Department, Privatisation Agency, Sofia, 1996-97;  
Judicial Candidate, Sofia City Court, Sofia, 1996-97.

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**AREAS OF SPECIALIZATION**

Intellectual property (trademarks, copyright, domain names, know-how and trade secrets, designs), litigation

November 8, 2019

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and arbitration, Internet law and E-commerce, distribution and franchising, pharmaceutical law, mergers and acquisitions.

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### **MEMBERSHIP IN PROFESSIONAL BODIES**

Sofia Bar Association, since 1998;  
Trademark Attorney at the Patent Office of the Republic of Bulgaria, since 2000;  
European Trademark Attorney, OHIM, since 2007.

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### **EXPERIENCE IN INTELLECTUAL PROPERTY**

As a trademark attorney since 2000, has represented and advised local and foreign trademark, design and patent applicants and owners, has participated in the drafting of local legislation in the field of patents, pharmaceuticals, and telecommunications. Has provided services and advice regarding the protection of intellectual property of the clients, taking measures for such protection, actions for invalidation of trademarks, designs and patents of third parties, etc.

As an attorney-at-law since 1998, has advised and represented clients in negotiations, in numerous litigation and arbitration proceedings related to intellectual property, has drafted licensing, franchising and various other commercial agreements; advised in relation to the settlement of disputes involving various IP rights, advised and represented clients in copyright issues and registration of domain names.

Has substantial expertise in the field of pharmaceuticals legislation and its interaction with intellectual property law, and has participated in the drafting of local legislation in the field of patents and pharmaceuticals.

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

In 2004, was included in the List of Neutrals of the WIPO Arbitration and Mediation Center. He regularly acts as Panelist in domain name disputes brought under the Uniform Dispute Resolution Policy, approved by ICANN in 1999.

In 2006, was included in the List of .mobi Premium Name Experts, maintained by the WIPO Arbitration and Mediation Center.

In 2007, was included in the List of Panelists for .eu ADR, maintained by the Arbitration Court attached to the Economic Chamber of the Czech Republic and Agricultural Chamber of the Czech Republic, and has acted two times as Panelist in administrative proceedings related to .eu domain names.

Regularly provides advice and service to clients regarding registration and disputes in relation to domain names in the .BG ccTLD.

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### **EXPERIENCE IN COURT LITIGATION**

Since 1998, has participated in more than 200 litigations, with subject-matter commercial transactions, trademark infringement, patent invalidation, trademark invalidation, trademark prior use, licensing disputes, unfair competition, insolvency proceedings or other commercial disputes. Also represented clients before the Commission for Protection of Competition in numerous administrative proceedings in relation to mergers and acquisitions, cartels and unfair competition.

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### **EXPERIENCE IN ARBITRATION**

Participation as counsel in domestic institutional and ad hoc arbitration proceedings with subject matter - intellectual property licenses involving trademarks, and contractual disputes.

Participation as counsel or legal advisor to governmental institutions in two ad hoc international arbitration proceedings under the UNCITRAL rules.

Member of the ICC International Court of Arbitration, Paris, France, since 2008.

Drafting of arbitration clauses in various complex agreements in the field of privatization, IT, commercial contracts, both local and international.

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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					
	LCIA					
	Ad Hoc	2				2
Number of cases: sub-total		2				2
Domestic Arbitrations	AAA					
	Ad Hoc	1				1
	Arbitration Court at the Bulgarian Chamber of Commerce and Industry	5				5
Number of cases: sub-total		6				6
<b>TOTAL</b>		<b>8</b>				<b>8</b>