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## WIPO LIST OF NEUTRALS

### BIOGRAPHICAL DATA

Jonatan BAIER  
MME Legal | Tax | Compliance  
Zurich



Nationality: Swiss

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### EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS

Arbitration Practitioner (ArbP), Swiss Arbitration Academy, Switzerland, 2015;  
PhD (Dr. iur.), University of Zurich, Switzerland, 2011;  
Master of International Business and Law (MIBL), University of Sydney, Australia, 2009.

Admission to the Zurich Bar, Switzerland, 2006;  
Master of Laws (lic.iur.), University of Freiburg, Switzerland, 2004.

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### LANGUAGES

German, English  
(French)

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### PRESENT POSITION

Partner, MME Legal Ltd., Zurich.

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### PROFESSIONAL EXPERIENCE BEFORE PRESENT POSITION

Senior / Legal Associate, Meyer Müller Eckert, 2006-2016;  
Trainee, Meyer Müller Eckert, 2004-2005;  
Trainee, District Court of Aarau, 2001.

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### MEMBERSHIP IN PROFESSIONAL BODIES

Swiss Bar Association (SAV);  
Zurich Bar Association (ZAV);  
International Bar Association (IBA);

January 21, 2020

Swiss Arbitration Association (ASA);  
Austrian Arbitration Association (Arb I Aut);  
German Institution of Arbitration (DIS);  
ICC Young Arbitrators Forum (YAF).

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#### **AREAS OF SPECIALIZATION**

Arbitration and litigation, international contracts, intellectual property, information technology, unfair competition, live entertainment and ticketing, life science, oil and gas, construction and engineering, distribution and agency.

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#### **EXPERIENCE IN INTELLECTUAL PROPERTY**

Ten years of experience as counsel in the field of intellectual property including trademarks, patents, software, domain names, know-how and software. Work includes advising clients, contract negotiations and litigating/arbitrating claims.

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

Counsel in domain name disputes;  
Expert for the revision of the Rules of Procedure for Dispute Resolution Proceedings for .ch and .li domain names.

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#### **MAJOR PUBLICATIONS**

Die Rechtswahlvereinbarungen nach Schweizerischem Kollisionsrecht, in: Czernich/Geimer (eds) Handbuch der Streitbeilegungsklauseln im Internationalen Vertragsrecht, with Andreas Furrer, 2017;

The Swiss Federal Supreme Court's view on Arbitrator Consultants and Secretaries, and its practical implications, TDM Special Issue on "Non-Legal Adjudicators in National and International Disputes", 2017;

Review of the Recent Case Law of the Swiss Federal Supreme Court in: Müller/Rigozzi/Besson (eds.), New Developments in International Commercial Arbitration, 2016;

Arbitrator Consultants – Another Way to Deal with Technical or Commercial Challenges of Arbitrations, ASA Bulletin, Volume 33, No 1/2015, 2015;

Naming-Rights – Benennungsrechte an Stadien und Arenen im schweizerischen Recht, 2011.

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

Counsel in numerous commercial litigations in Switzerland at all court levels and Germany from 2006 to present. The subject matters included licensing, trademarks, distribution, agency, software and unfair competition.

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

Arbitration Practitioner (ArbP), Swiss Arbitration Academy, Switzerland, 2015;  
Participant in numerous ICC, SCAI, DIS and ASA seminars and training courses.

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**EXPERIENCE IN ARBITRATION**

Counsel in seventeen international and domestic proceedings in institutional (ICC, SCAI) and ad-hoc arbitration. Sole arbitrator in two international arbitrations (ICC, SCAI). Secretary in over ten international and domestic proceedings in institutional (ICC, SCAI) and ad-hoc arbitration;

The parties were *inter alia* from Switzerland, Germany, Austria, the Netherlands, Italy, Romania, Czech Republic, China, Japan, Ghana, Saudi Arabia and Russian Federation. The subject matters included licensing, patents, distribution, sales, oil and gas, construction as well as unfair competition;

Endorsed as arbitrator on the panels of ICC Switzerland, the Vienna International Arbitral Centre (VIAC) and the Asian International Arbitration Centre (AIAC).

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**EXPERIENCE IN MEDIATION**

Counsel in five international and domestic mediation proceedings.

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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	ICC	7		1		6
	SCAI	6		1		5
	Ad Hoc	2				2
<b>Number of Cases: Sub-Total</b>		15		2		15
Domestic Arbitrations	SCAI	1				1
	Ad Hoc	1				1
<b>Number of Cases Sub-total</b>		2				2
<b>TOTAL</b>		17				17

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

Type	Administering Institution		Role			
	Name	Number of Mediations	Mediator		Counsel	
International Mediations	ICC	1				1
	Ad hoc	1				1
<b>Number of Cases: Sub-Total</b>		2				2
	<b>Court Annexed</b>	3				3
	<b>Ad Hoc</b>					
<b>Number of Cases Sub-total</b>		3				3
<b>TOTAL</b>		5				5