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**WIPO LIST OF NEUTRALS**

**BIOGRAPHICAL DATA**

Michael A. R. BERNASCONI  
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Date of Birth: October 15, 1963

Nationality: Swiss

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**EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS**

LL.M., Harvard Law School, Cambridge, Massachusetts, 1996 ;  
Lic.iur, University of Zurich, Switzerland, 1989.

Admitted to Zurich Bar, 1992.

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**LANGUAGES**

English, German, French, Spanish and Italian (the latter mother tongue).

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**PRESENT POSITION**

Partner, Bär & Karrer, Zurich. Head of the IP/IT, telecom, media, entertainment and sports department at Bär and Karrer. Practice covers litigation and arbitration cases, of contractual or commercial nature as well as relating to media, IT, Telecom and Sports.

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**PROFESSIONAL EXPERIENCE BEFORE PRESENT POSITION**

Lecturer, (Contracts, Torts and Roman Law), University of Zurich, Switzerland, 1989-90;

Clerk, District Court of Zurich, Judge Civil and criminal procedure, Zurich Switzerland, 1991-94.

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April 13, 2016

**AREAS OF SPECIALIZATION**

Litigation and arbitration. Legal adviser in Media, IP, IT, Telecom and Sports Industries.

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**MEMBERSHIP IN PROFESSIONAL BODIES**

Member:

Court of Arbitration for Sport, Lausanne  
Camera Arbitrale di Milano, Milan  
Swiss and Zurich Bar Association;  
International Bar Association (Past-Chair of the Committee Communications);  
American Bar Association (Chair Subcommittee Sports-related Disputes, Business and Corporate Litigation)  
Chairman of the Sports Law Board of the Swiss Bar Association;  
President of the Swiss Sports Lawyers Association (ASDS).

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**EXPERIENCE IN INTELLECTUAL PROPERTY**

Has advised clients in disputes relating to use and development of IP-rights, joint venture agreements, use of trademarks, use of domain names, doping-related disputes, TV-rights, ambush marketing, sponsoring, public viewing and merchandising, as well as other litigation and arbitration cases of general commercial nature.

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**EXPERIENCE WITH RESPECT TO DOMAIN NAMES**

Has advised several Internet service providers in launching Internet services; has advised companies, individuals and sports associations on the use of domain names and their protection.

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**EXPERIENCE IN COURT LITIGATION**

Has advised clients in front of the Courts of Zurich, Zug and Ticino as well as in front of the Swiss Federal Court.

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**PROFESSIONAL TRAINING IN MEDIATION**

While completing LL.M. studies at Harvard Law School, attended classes in ADR, applying mediation, negotiation and arbitration techniques.

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**PROFESSIONAL TRAINING IN ARBITRATION**

Attended classes on International Arbitration and wrote a paper on this topic while completing LL.M Studies at Harvard law School.

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**EXPERIENCE IN ARBITRATION**

Has advised clients in domestic and in international arbitration cases and has been appointed arbitrator in commercial arbitration cases (ICC, Swiss Chamber, Milan Chamber, Netherlands Arbitration Institute, ad hoc).

Is arbitrator at the CAS – Court of Arbitration for Sport, Lausanne, Switzerland.

Is arbitrator at the Camera Arbitrale of the Camera di Commercio di Milano, Italy.

Has been appointed as arbitrator ad-hoc in several cases of international and national disputes (Swiss

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International Rules, Netherlands Arbitration Institute, etc.).

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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				6	5
	CAS	300	90	20	180	10
	Ad Hoc	9	3		2	4
Number of cases: sub-total		309	93	20	188	19
Domestic Arbitrations	AAA					
	Ad Hoc	5	2		3	3
Number of cases: sub-total		5	2		3	3
<b>TOTAL</b>		<b>172</b>	<b>36</b>	<b>10</b>	<b>117</b>	<b>20</b>

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

Type	Administering Institution		Role	
	Name	Number of Mediations	Mediator	Counsel
International Mediations				
	Ad hoc	10	2	8
Number of cases: sub-total		10	2	8
Domestic Mediations (Estimates)	AAA			
	Court-annexed	10		10
	Ad Hoc	10		10
Number of cases: sub-total		20	2	20
<b>TOTAL</b>		<b>30</b>	<b>2</b>	<b>28</b>