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## WIPO LIST OF NEUTRALS

### BIOGRAPHICAL DATA

Nathalie DREYFUS  
Dreyfus & associés  
Paris  
France



Nationality: French

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### EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS

Centre d'Etudes Internationales de la Propriété Intellectuelle (CEIPI), trademarks, designs and competition law, 1996;  
Postgraduate (Intellectual Property Law), University of Paris II, Panthéon-Assas, 1991;  
Masters in Law, University Robert Schuman Strasbourg, 1990;  
Certificate in English Legal Studies, University of Leicester, United Kingdom, 1989.

Trademark Attorney;  
European Trademark Attorney registered with the EUIPO.

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### LANGUAGES

French, English and German

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### PRESENT POSITION

Founder and manager of Dreyfus & associés, Paris.

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### MEMBERSHIP OF PROFESSIONAL BODIES

**Expert or Panelist:**

Expert before the French Supreme Court (Cour de cassation);  
Expert before the Court of Appeals of Paris;  
Expert before WIPO Arbitration and Mediation Center;

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Expert before the Forum Alternative Dispute Resolution;  
 Expert before the Canadian International Internet Dispute Resolution (CIIDRC);  
 Expert before the Belgian Center for Mediation and Arbitration (CEPINA);  
 Expert before the Asian Domain Name Dispute Resolution Center (ADNDRC);  
 Expert before the Czech Arbitration Court (.eu and gTLDs);  
 Panelist in the Paris Mediation and Arbitration Center (CMAP).

**Member:**

International trademark Association (INTA);  
 French Association of Practitioners in Trademark and Designs Law (APRAM);  
 Friend of CEIPI (AACEIPI);  
 International Association for the Protection of Industrial Property (AIPPI);  
 National Institute of French Industrial Property Agents (CNCPI);  
 European Community Trademark Association (ECTA);  
 French Association of Information and Telecommunication Law (AFDIT);  
 Pharmaceutical Trade Marks Group (PTMG);  
 Association of French IT law experts (Cyberlex);  
 MARQUES Team Member.

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### EXPERIENCE IN INTELLECTUAL PROPERTY

With over 30 years of experience, daily practice of intellectual property law, covering trademarks, designs, copyright, patents, software, trade secrets, licensing agreements, and digital innovations. Extensive expertise in combating counterfeiting, domain name disputes, e-commerce regulations, unfair competition, and new technology law.

Strategic counsel on the protection, enforcement, and defense of intellectual property rights in the digital space, including negotiation and settlement of disputes, litigation management, anti-counterfeiting strategies, domain name recovery and brand protection (UDRP and court proceedings), trademark portfolio management, and customs monitoring.

Lecturer at the French National School of Magistrates (ENM). Frequent speaker at major intellectual property and technology conferences in France and internationally.

Contributor to European Commission initiatives on the development of intellectual property frameworks, particularly in emerging markets.

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### MAJOR PUBLICATIONS

**Articles:**

Regular author of in-depth articles and expert analyses on intellectual property law, digital innovations, and brand protection strategies. Previously published in renowned legal and economic journals, including *Les Petites Affiches*, *Dalloz*, *Gazette du Palais*, *Les Echos*, *Droit de l'Immatériel*, *Communication – Commerce Électronique*, and the *ECTA Newsletter*.

Currently, publications are primarily featured on the Dreyfus blog, offering timely insights and strategic perspectives on trademarks, domain names, online brand protection, and emerging legal challenges in the digital landscape.

**Books:**

*Marques et Internet, protection, valorisation, défense*, Lamy, 2011  
*Atteintes aux marques sur l'internet – typologies des atteintes, prévention, sanctions*, *Domaine.info*, 2008;

Co-author, *Marque dessins & modèles: Stratégie de protection, de défense et de valorisation* (Trademark and Designs: Protection, defence and valuation strategy), Delmas éditions, 2<sup>nd</sup> edition, 2006;  
 Direction of *Marques et noms de domaine de l'internet* (Trademarks and Internet domain names) *Droit des technologies avancées*, Hermes edition, Volume 8 – n°1/2001.

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**PROFESSIONAL TRAINING IN MEDIATION**

WIPO Arbitration and Mediation Workshop, Geneva, June 25 and 26, 1998.

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