
WIPO LIST OF NEUTRALS
BIOGRAPHICAL DATA

Lorenz EHRLER
VISCHER AG
Geneva



Nationality: Swiss

EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS

Doctor of Laws, University of Zurich, Switzerland, 1999;
Master of European Studies, Universidad Autónoma de Barcelona, Spain, 1999;
Law Degree, University of Zurich, Switzerland, 1993.

Admitted to the Bar, 1996.

LANGUAGES

German, French, English

PRESENT POSITION

Partner, VISCHER AG

PROFESSIONAL EXPERIENCE BEFORE PRESENT POSITION

Partner, Bugnion Ballansat Ehrler, Geneva and Zug, 2006 – 2019;
Partner, Bugnion, Wagner-Mesciaca & Partners, Geneva and Zug, 2004 – 2006;
Associate, Lenz & Staehelin, Geneva and Zurich, 1999 – 2003;
Legal Counsel, Siemens Switzerland Ltd., Zurich, 1996 – 1998.

AREAS OF SPECIALIZATION

Intellectual Property Law (trademarks, patents, copyright, industrial designs, company names);
TMT Law;
Commercial Litigation.

MEMBERSHIP IN PROFESSIONAL BODIES

Swiss Federation of Lawyers;
Geneva Bar Association;
AROPI (Association Romande de Propriété Intellectuelle);
LES (Licensing Executives Society);
INGRES (Institut für gewerblichen Rechtsschutz) ;
INTA (International Trademark Association);
Association Genevoise de Droit des Affaires (AGDA).

EXPERIENCE IN INTELLECTUAL PROPERTY

Legal advice, drafting and negotiating agreements, and litigation, mainly in the fields of distinctive signs, patents and copyright.

MAJOR PUBLICATIONS

Das Folgerecht / Le droit de suite, Thesis, Zurich 2001;
eCommerce in Switzerland (Co-author with Guy Vermeil), in: David C. Jacobson / Marshall S. Shapiro / Anne Nicholson Weber, *International eCommerce, Business and Legal Issues*, Chicago 2001;

Commentary of art. 70 à 72h LPM, 75 à 75h LDA, 46 à 49 LDes, 68 et 86a à 86k LBI, in de Werra / Gilliéron (éditeurs), *Propriété intellectuelle, Commentaire romand*, Basel 2013;
Commentary of art. 86a bis 86k in Zech/Schweizer (editor), *Patentgesetz (PatG), Stämpflis Handkommentar (SHK)*, Bern 2019

EXPERIENCE IN COURT LITIGATION

Litigation practice before the state courts of the French- and German-speaking cantons, and before the Swiss Federal Court, in particular with respect to patents, trademarks, company names and contracts.

Co-counsel in two arbitration cases (one in the field of telecommunications, the other in the field of construction machines) under the rules of the ICC.

PROFESSIONAL TRAINING/EXPERIENCE IN MEDIATION

Several disputes resolved by means of out-of-court settlements.
WIPO Advanced Workshop for Mediators in Intellectual Property Disputes, 2005.
