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**WIPO LIST OF NEUTRALS**

**BIOGRAPHICAL DATA**

Alissia Shchichka  
IPLEX SRL  
Groot-Bijgaarden  
Belgium

Novagraaf  
Belgium



Nationality: Belgian

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**EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS**

Master's Degree, Management of Intellectual Rights: Strategy, Contracts, and Taxation of Innovation, Université Catholique de Louvain, 2017;  
Master's Degree, Law, Université Catholique de Louvain, 2005 – 2008;  
Bachelor's Degree, Law, Université Saint-Louis – Bruxelles, 2003 – 2005.

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**LANGUAGES**

French, English, Russian

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**PRESENT POSITION**

IP Legal Advisor, NOVAGRAAF BELGIUM, 2024  
Partner, IPLEX SRL, 2024

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**PROFESSIONAL EXPERIENCE BEFORE PRESENT POSITION**

IP Legal Advisor, Shareholder at GEVERS, 2015 – 2024  
Legal Counsel, ICE SA (Ice-Watch Group), 2013 – 2015;  
IP Associate, PETOŠEVIĆ, 2008 – 2013.

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**MEMBERSHIP IN PROFESSIONAL BODIES**

Member, ECTA Internet Committee;

January 16, 2025

Panelist, Belgian Arbitration and Mediation Center (CEPANI).  
Panelist, Asian Domain Name Dispute Resolution Centre (ADNDRC)  
Panelist, Czech Arbitration Court

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### **AREAS OF SPECIALIZATION**

Intellectual property (in particular, trademarks, domain names and other distinctive signs, design, copyright);  
Counterfeiting and trademark infringement, in particular on the Internet;  
Dispute Resolution;  
Contracts.

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### **EXPERIENCE IN INTELLECTUAL PROPERTY**

With nearly two decades of extensive experience in intellectual and industrial property law, specializes in the protection and defense of various types of distinctive signs, including trademarks, domain names, designs, trade names, and geographical indications.

Practice involves advising and representing clients worldwide in intellectual and industrial property law, unfair competition, contracts, and dispute resolution matters:

Advising: Providing legal opinions, conducting legal audits, drafting agreements (assignments, licenses, coexistence agreements, co-ownership agreements, amicable settlements), conducting availability searches and clearance strategies, performing in-use searches, and monitoring IP rights.

IP rights portfolio management: Developing filing strategies and optimizing portfolios.

Dispute resolution: Handling cease and desist letters and negotiations, managing opposition procedures, cancellations, and non-use actions, collaborating with litigators in drafting pleadings, overseeing court actions, and handling out-of-court disputes related to domain names (e.g., UDRP, SYRELI, CEPANI).

Contracting: Preparing and evaluating contracts such as assignments, licenses, coexistence agreements, co-ownership agreements, and amicable settlements.

Conducting legal audits: Evaluating the existing contracts and identifying potential risks and areas for improvement.

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

Acted as Counsel in national and international arbitrations under the CEPANI, AFNIC, UDRP Rules of Arbitration;

Appointed as CEPANI Panelist for alternative dispute resolutions of domain names disputes;

Managing portfolios of domain names, including recovery efforts, strategic advice;

Developing purchasing strategies and implementing non-contentious approaches to recover domain names, involving negotiations and procedures to verify registrant identities and data accuracy;

Monitoring intellectual property rights on the Internet and actively combating counterfeiting;

Resolving out-of-court disputes arising from domain names and collaborating with litigators on court litigations, such as infringement actions, domain name recovery proceedings and cases involving resellers of domain names.

Attended the WIPO Advanced Workshops on Domain Name Dispute Resolution: Update on Precedent and Practice, 2018 and 2022.

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

Overseeing court proceedings and collaborating closely with litigators on various legal matters in the Benelux region, international jurisdictions, and European courts.

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#### **EXPERIENCE IN ARBITRATION**

Representing and providing legal counsel to a wide range of clients in diverse out-of-court proceedings concerning intellectual property matters.

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