
WIPO LIST OF NEUTRALS

BIOGRAPHICAL DATA

Michael TREIS
Baker & McKenzie
Zurich



Nationality: Swiss

EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS

Law Studies, Universities of Lausanne and Munich,
1979-85; Doctor of Law, University of Munich, 1990;
Admitted to the Bar, since 1988.

LANGUAGES

English, German, French and Swedish

PRESENT POSITION

Partner, Baker & McKenzie since 1997;
Head the Intellectual Property Practice Group of Baker & McKenzie, Zurich;
Lecturer in IP law at the University of St. Gallen.

PROFESSIONAL EXPERIENCE BEFORE PRESENT POSITION

Associate with Klaka& Partner, Munich, 1985-1986;
Assistant with the Max Planck Institute for Intellectual Property Law, Munich, 1986-88;
Associate with Baker & McKenzie, specializing in intellectual property (Geneva, Frankfurt and Zurich, 1989-1997),
Partner with Baker & McKenzie since 1997;
Chairman, Baker & McKenzie European IP Practice Group, 1998-2010.
Swiss and Zurich Bar Associations;
Frankfurt/Main Bar Association;
MARQUES, Member of the Amicus Curia Committee;
AIPPI, Member;
INGRES Institut für Gewerblichen Rechtsschutz, Member;
INTA International Trademark Association, Member;

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GRUR Gewerblicher Rechtsschutz und Urheberrecht, Member.
Swedish-Swiss Chamber of Commerce;
American-Swiss Chamber of Commerce.

MEMBERSHIP IN PROFESSIONAL BODIES

Swiss and Zurich Bar Associations;
Frankfurt/Main Bar Association;
MARQUES, Member of the Amicus Curia Committee;
AIPPI, Member;
INGRES Institut für Gewerblichen Rechtsschutz, Member;
INTA International Trademark Association, Member;
GRUR Gewerblicher Rechtsschutz und Urheberrecht, Member.
Swedish-Swiss Chamber of Commerce;
American-Swiss Chamber of Commerce.

AREAS OF SPECIALIZATION

Intellectual Property, Litigation and Arbitration in the area of intellectual property, licensing , joint-ventures and technology transfer.

EXPERIENCE IN INTELLECTUAL PROPERTY

27 years experience as an attorney, providing advice on IP issues in the context of agreements, IP transactions and legal strategies; litigation in the area of trademarks, trade names, designs, patents and copyrights; 3 years academic experience at the Max-Planck-Institute for Intellectual Property Law, Munich.

EXPERIENCE WITH RESPECT TO DOMAIN NAMES

17 years experience as an attorney.

MAJOR PUBLICATIONS

A Comparative Analysis of unfair competition law in Germany and Sweden, Carl HeymannsVerlag, 1991; Co-Author, Stämpfli Commentary on the Swiss Civil Procedural Law, Berne, 2010; Numerous articles on trademark, design and unfair competition law.

EXPERIENCE IN COURT LITIGATION

Acted as counsel in over 100 cases in Switzerland over the period 1989 to today;
Acted as counsel in 5 trademark cases before the Court of Justice of the European Union (CJEU) and the General Court of the EU (GCEU);
In-depth experience representing companies in trademark cases before the Swiss Federal Administrative Tribunal, the Swiss Federal Commission for Appeals in Intellectual Property Matters and the OHIM Boards of Appeal

Acted as co-counsel in 12 international arbitrations involving IP licensing issues, technology transfer, and trademark issues.
Numerous disputes resolved by means of out-of court settlements.

EXPERIENCE IN ARBITRATION AND MEDIATION

Acted as co-counsel in 12 international arbitrations involving IP licensing issues, technology transfer, and trademark issues.

Numerous disputes resolved by means of out-of court settlements.
