



Alexis Fierens

Partner

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Alexis Fierens practises IP and IT law, with a special focus on trademarks, copyright, designs, software, marketing and unfair commercial practices.

He also assists clients in commercial litigation, contracting, distribution, agency and travel law, handling both advisory and litigation work. His clients include Belgian SMEs and multinational companies.

Alexis provides services to DLA Piper UK LLP through a limited liability company.

RELATED SERVICES

- Intellectual Property and Technology

EXPERIENCE

- Assisting major furniture designers and manufacturers in copyright, design and patent infringement proceedings
- Advising and assisting the Flemish regional authorities in the elaboration and trademark protection of a new citymarketing and citybranding strategy and campaign
- Advising and assisting a professional cinema association and a leading cinema chain in a dispute with a collecting society on the use of copyrighted works and related rights
- Advising and assisting a national railway carrier and travel agent with its compliance with e-commerce regulation, with the use as a keyword of third parties' trademarks on a global online search engine, with know-how and database rights for real time public transport location data and with the drafting of general terms and conditions of sale, affiliate marketing agreements and a white label web interface agreement
- Assisting a leading food and beverage multinational in its defence for alleged infringements of rights of personal portrayal, trade name, free-riding and other parasitic acts and unfair commercial practices
- Drafting of distribution, sub-distributorship and software reseller agreements for a harbor company
- Assisting a distributor of canned goods in legal proceedings in respect of the unlawful termination of a concession and a commercial agency agreement
- Advising a leading international tobacco company on Benelux trademark regulation and on Belgian legislative initiatives on plain packaging
- Advising and assisting a victim in his defence against acts of cyber defamation via social media
- Assisting a leading Belgian cava wine trademark owner in opposition proceedings before OHIM

CREDENTIALS

Professional Qualifications

- Advocaat registered with the Nederlandse Orde van Advocaten bij de Balie te Brussel

Prior Experience

Before joining DLA Piper in 2010, Alexis worked with a medium-sized firm with a special focus on litigation where, in addition to IP, IT and commercial law, he also acquired substantial experience in a range of other subjects, such as liability and insurance law, criminal law and labour law. He was also involved in various company restructurings and liquidations.

In 2009, Alexis obtained his Master's degree in intellectual property law at the KUB (currently HUB, part of the K.U.Leuven Association).

Memberships

- Member of the Benelux Association of Trademark and Design Law (BMM)
- Member of the Belgian Copyright Association (ABA/BVA)

INSIGHTS

Publications

EU Policy & Regulatory Update - European Parliament Adopts EU Copyright Reform

28 MAR 2019

Following two and a half years of negotiations and unprecedented public attention, the European Parliament adopted the controversial EU copyright reform in its plenary session on 26 March 2019.

There may be no “I*” in team, but there is “IP” in sponsorship: image rights in team sports

10 JAN 2019

The Danish Football Association (DBU) and the Danish Players' Union (Spillernforeningen) are currently in a contractual dispute over the rights of the players in exploiting their own image rights, eg, by making individual sponsorship agreements with companies competing with national team sponsors.

Will 3D body scanning change the future of online shopping?

26 NOV 2018

Exploring new technologies for managing and improving consumers' experiences and satisfaction is important in today's competitive retail environment.

Longchamp's Handbag Copyright Saga - Is the conclusion unfolding?

21 MAY 2018

Le Pliage, the famous foldable handbag created by Longchamp, was first designed in 1993 and has since been reproduced in many different materials, sizes and hues. Its design has also attracted copycats.

Law à la Mode: Social Media Influencers & Effective Disclosures, IP and E-Commerce: Your basic checklist, Longchamp's Handbag Copyright Saga, IP Protection of Fashion Shows in Italy and more

21 MAY 2018

Law à la Mode Series

The UK editorial team is delighted to bring you this special edition of Law à la Mode, produced by DLA Piper's Retail Sector group for distribution to clients and contacts of the firm worldwide and marking the 140th Annual Meeting of INTA in Seattle.

Harnessing hidden advertising: Pitfalls of engaging consumers on social media

20 Dec 2017

In the May 2017 special edition of Law à la Mode (Issue 23), we set out five tips for navigating native advertising with a view to FTC compliance under US law. In this edition, we reconsider the issue from the angle of EU law, where it is commonly known as "hidden advertising".

- A. Fierens, 'Elektronische handel en intellectuele eigendomsrechten', in P. Van Eecke (ed.), *Recht & Elektronische Handel*, Larcier, Gent, 2011,74-129
- A. Fierens, P. Van Eecke, 'Pirate bay: schip voor anker in de Antwerpse haven', Noot onder arrest Hof van Beroep te Antwerpen van 26 september 2011, *RABG* 2011, afl. 18, 1278-1287
- A. Fierens, 'De interface tussen Auteurswet en Softwarewet: eindelijk gedecodeerd?', Noot onder arrest Hof van Beroep te Gent van 10 januari 2011, *Jaarboek Marktpraktijken* 2011, 844-854
- A. Fierens, [Opmaak en belagend gebruik van een vals facebookprofiel], Noot onder vonnis Rechtbank van eerste aanleg te Dendermonde van 8 april 2013, *Computerrecht* 2013, afl. 6, 328-333

NEWS

DLA Piper announces partnership promotions for 2019

1 APR 2019

DLA Piper is proud to announce that 77 lawyers have been promoted to its partnership. The promotions are effective as of April 1, 2019 in the United States and May 1, 2019 for EMEA and Asia Pacific. The promotions were made across many of the firm's practice areas in 43 different offices throughout 20 countries.
