



## Alexander Tsoutsanis

**Legal Director**  
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### Amsterdam

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Alexander Tsoutsanis litigates and counsels clients in all legal areas of creating, marketing, protecting and monetizing their ideas and Intellectual Property (IP). Alexander quickly gets to grips with new technologies and products, routinely handling trademarks, patents, (digital) copyright, designs, internet law and unfair competition.

In addition to his experience before the Dutch courts, Alexander has also handled cases before the European Court of Justice, the General Court, the Benelux Court of Justice, the European Patent Office as well as the appeal-, cancellation- and opposition divisions of EUIPO.

Alexander is a leader in his field: he is the (co-)author of several books and over 40 other publications. His works have been cited in 19 Dutch Supreme Court opinions, 2 UK High Court judgments and he has acted as an expert for the European Commission, the European Patent Office and the IP Observatory of the EUIPO.

Alexander also worked at the San Francisco and Palo Alto office in 2009.

## LANGUAGES SPOKEN

- English
- Dutch
- German
- Greek
- French

## EXPERIENCE

- Representing and coordinating various patent enforcement actions for a market leader in e-bikes in multiples countries across the world

## RELATED SERVICES

- Intellectual Property and Technology

## RELATED SECTORS

- Technology
- Life Sciences
- Media, Sport and Entertainment
- Energy and Natural Resources

## LANGUAGES SPOKEN

English Dutch German  
Greek French

- Successfully representing a market leader in heating apparatus in 5+ court cases, both first instance and appeal, involving various cross-border injunctions for the Netherlands, United Kingdom, Germany, France and Ireland, while also obtaining two seizures and coordinate parallel litigation in Germany
- Representing a market leader in bike security technology in infringement proceedings , coordinating parallel patent litigation in Germany and successfully upholding the validity of a patent in opposition proceedings before the EPO
- Successfully representing a major football league against Ecatel involving illegal streams
- Representing an access provider in summary proceedings re. the disclosure of personal data
- Successfully obtaining, both in first instance and appeal, an injunction for a major football league against MyP2P, a platform making available unauthorized streams to football matches
- Representing a market leader in design furniture against claims of copying minimalist design
- Handling cancellation-, opposition- and appeal proceedings before EUIPO for numerous (international) clients, including appeals before the General Court
- Leading a rapid response team in relation to traces of unauthorized GMO in plants
- Expert for the European Commission evaluating Horizon 2020 proposals on eHealth

## CREDENTIALS

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### Recognitions

- "Firm of the year - Netherlands copyright" *Managing Intellectual Property* 2018
- Recommended by *IAM Patent* 1000 2017, 2016, 2014: "Smart and creative - knows how to push a case forward to get the best result."; "Sharp and clear in his analyses, consistent in his policy and strong in his line of defense."
- Recommended by *Chambers* 2015 and 2016 (Life Sciences): Up and Coming

### Education

- Leiden University, PhD, 2005
- Leiden University, LL.M., 2000
- Max-Planck-Institute for IP Law, Munich, Research Fellowship, 2004
- UC Hastings, Visiting Assistant Professor, 2009

### Memberships

- Editorial board member of *Journal of Intellectual Property Law & Practice* (JIPLP), Oxford University Press
- Editorial board member of *Berichten Industriële Eigendom* (BIE), a technology law journal in the Netherlands with a focus on patent litigation and industrial property
- Member of European Patent Lawyers Association (EPLAW)
- Member of GRUR

### Academia

- Senior Researcher / Lecturer, Institute for Information Law (IViR), University of Amsterdam, 2012-2017
- UC Hastings, San Francisco, Visiting Assistant Professor, 2009
- Leiden University, Assistant Professor, 2005-2012
- Leiden University, PhD, 2002-2005

## INSIGHTS

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Alexander has published various books and 40 other publications, with major publishers such as Oxford University Press, Kluwer, Sdu, Kluwer Law International. Alexander has also written for leading Dutch national newspapers such as NRC and FD.

## Publications

A selection of his publications can be found at SSRN.

Recent books include:

- Concise European Trade Mark and Design law (Ch. Gielen/V. von Bomhard, eds.), Kluwer, 2nd edition 2017. Subject: commentary on key provisions of trade mark law and design law (co-author)
- *Trademark registrations in bad faith*, Oxford University Press 2010, ISBN 978-0-19-9555147-7, 364 p.
- *Tekst en Commentaar Intellectuele Eigendom* (D.J.G Visser / P.G.F.A Geerts, eds.), Kluwer, 2<sup>nd</sup> edition 2005, 3<sup>rd</sup> edition 2009, 4<sup>th</sup> edition 2013, 5<sup>th</sup> edition 2016 on trade mark oppositions (co-author)

Recent articles include:

- *Mo' money: proceskostenveroordeling en toegang tot de rechter in IE-zaken - boekbespreking*, Berichten Industriële Eigendom 2018/2 p. 104-107. Subject: cost awards in IP litigation. Book review
- *Zo Zuidas: 'Advolympics' miskent advocatuur*, NJB Blog August 29 2017, open-ed letter to blog of largest law journal in the Netherlands on the role of the legal profession, the rule of law and protection of fundamental rights
- *Interview with mr. P.G.J. de Heij* (with mr. D.F. de Lange), Berichten Industriële Eigendom 2017/2 p. 42-50
- *De 'Protective Letter' niet langer 'protected'. Het recht op afschrift van de grijsmakingsbrief in IE-Zaken en daarbuiten*, Berichten Industriële Eigendom 2017/1 p. 16-19
- *Finding Vredo <sup>pat.pending</sup>. The Dutch Supreme Court decision on 'escitalopram' in Lundbeck v Tiefenbacher et al.*, Journal of Intellectual Property Law and Practice 2014 Vol. 9, No. 8, p. 644-649
- *Why Copyright and Linking can Tango*, Journal of Intellectual Property Law and Practice 2014 Vol. 9 No. 6, p. 495-509
- *Trade mark applications in bad faith: righting wrong in Denmark and why the Benelux is next*, Journal of Intellectual Property Law and Practice 2014 Vol. 9, No. 2 p. 118-122
- *Privacy and Piracy in Cyberspace: Justice for All*, Journal of Intellectual Property Law and Practice 2013 Vol. 8, Issue 12, p. 952-956
- *Comparison of Patent Claim Construction between Netherlands and Germany on Basis of AGA v. Occlutech*, World Intellectual Property Report 2013/6, p. 32-34 (with Chr. Kau)

## Events

Alexander often speaks about recent developments in his field. He is a Senior Lecturer at the University of Amsterdam and is also a guest lecturer for the Dutch Association of Patent Attorneys. Speaking engagements include speaking at Alicante (EUIPO), Beijing (EPO), Boston (INTA), Fordham, Riga (AIPPI) and Stanford.

Events

- 'Trade secrets', keynote speaker and chair for panel at AIPPI congress Netherlands, Figi Theatre Zeist, March 14 2018
- "Why Copyright and Linking can Tango: the Svensson case," Fordham IP Conference, New York, April 25th 2014
- "Protecting Intellectual Property with Provisional Measures: Latvia and beyond - the EU toolkit and the NL experience," AIPPI Seminar, Riga, October 31st 2013
- "European Intellectual Property Law - introduction," Summer Course of the Academy of European Law (ERA), Trier, July 1 2013
- "Drafting License Agreements," Certified Course for Dutch Association of Patent Attorneys, Jaarbeurs Utrecht, April 18 2013
- "Prior Art and the protection of design and patents: the fear factor," BIE-symposium Innovatie 2.012 in honour of Prof. J.J. Brinkhof and Prof. J.H. Spoor, Industriële Groote Club, Amsterdam, April 17 2012
- "Bad faith in the EU and China", The 2nd Seminar on New Issues in Trademark Filings, hosted by State Administration for

Industry and Commerce of P.R. China, Japanese Patent Office, OHIM/IPR2 and USPTO, Beijing, June 28-29 2011

- "Brand Protection in the US and around the World," Stanford IP Seminar for Chinese Judges, sponsored by the Stanford Program in Law, Science and Technology, Stanford Law School, May 23 2011

## NEWS

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### **29 DLA Piper lawyers in 10 countries ranked among *The World's Leading Trademark Professionals***

12 FEB 2019

*WTR 1000: The World's Leading Trademark Professionals 2018* has named 29 DLA Piper lawyers from nine countries to its list of top trademark professionals.

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- The impact of 3D printing, interview by BNR Nieuws Radio on the impact of 3D printing, 28 October 2015.
- Ontwikkeling innovatierecht blijft achter bij ambities, Het Financieele Dagblad, 21 June 2014. Subject: criticizing the role of intellectual property law in fostering innovation
- Jurist is zelden betrokken, NRC, 17 June 2014. Subject: reforming legal education
- "Vaagheid Endra-tapes is irrelevant," NRC, 10 August 2013. Subject: threshold requirements for copyrighted works, criticizing Court of Appeal decision
- "Patentoorlog smart phones verstikt vernieuwing in ICT," Dagblad De Telegraaf 2 August 2011. Subject: patent litigation re. smart phones