



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.

- Intellectual Property and Technology

- 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 KU Leuven Association).

Memberships

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

INSIGHTS

Publications

Brussels IP & Tech Update - Smart buildings, AI guides, global telehealth and new rules against late payments

9 December 2021

Brussels IP & Tech Update

In our last edition of 2021, we share with you our latest white paper on Smart buildings. We also highlight the Belgian government's new policy on public procurement contracts and provide a brief update on the amended rules against late payments in commercial transactions.

Enhancing the value of local products through collective marketing

20 September 2021

Sustainability and ESG Issues in Advertising

In this vlog, Alexis Fierens discusses how collective marketing strategies can enhance the value of local products.

Website accessibility for persons with disabilities: minimum harmonization creates fragmentation

6 September 2021

The importance of universal website accessibility guidelines cannot be denied. The EU took a comprehensive approach by introducing the EU Web Accessibility Directive 2016/2102 to harmonize the internal market and increase digital inclusion particularly for people with disabilities.

Blockchain is spreading its chains

19 July 2021

Over the past few years, use of blockchain technology has grown, particularly in the financial sector. The most well-known application of blockchain technology is the bitcoin cryptocurrency. Blockchain technology, however, is also expanding rapidly beyond the financial sector.

Repeat trademark filings: General Court confirms bad faith filing in Monopoly case

21 May 2021

In a recent judgment, the General Court has confirmed that repeat filings of trademarks may, in certain circumstances, constitute bad faith.

Green IP: the interplay between IP law, sustainability and ESG in the EU

20 May 2021

On 29 April 2021, the EU Commission announced that the initiative to update the EU rules on design protection is now open for public consultation until 22 July 2021. One of the main reasons for revision is to ensure that the design protection regime better supports the

transition to the digital and green economy.

SESG in supply chain management: Common legal tools for practice

26 April 2021

Many stakeholders are pressuring businesses to include SESG (Sustainability and Environment, Social and Governance) policies and practices into their daily operations, corporate management and particularly in their supply chain. Failure to do so can result in substantial financial, legal and reputational risks.

Peer-to-peer file sharing, copyright trolls and fair balancing of rights: take-aways from A-G Szpunar's opinion in the *CJEU Mircom v Telenet* and others case

17 March 2021

On 17 December 2020, Advocate General (A-G) Szpunar delivered his opinion on the highly anticipated *Mircom International Content Management v Telenet and others* case (C-597/19) before the European Court of Justice (CJEU) thus shedding a first light on several current hot topics in copyright law.

EU fashion's sustainability goals after the pandemic and the right to repair

20 November 2020

Despite fears that the crisis would wipe away all the sustainability efforts of the past years in various segments of the fashion industry, the pandemic has also shown an unexpected societal impact, with a transformation of consumer behavior leaning towards a more conscious consumption that is clearly becoming part of the new normal.

Intellectual Property related measures following the COVID-19 crisis

26 May 2020

Like many other organisations, the intellectual property (IP) offices have adopted measures to ensure continuity of their services and to preserve IP holders' rights. As these measures are not all notified to each individual rights holder that uses the IP offices' services, here is a (non-exhaustive) overview of the measures adopted by the most im

Commercial Law: How to deal with price gouging and misleading advertisements

21 May 2020

The COVID-19 outbreak has had a lot of negative side effects on certain products and marketing of such products. In particular, companies or individuals who try to sell products for excessive prices or make false or misleading coronavirus-related claims in advertisements.

Impact of COVID-19 on passenger rights and package travel arrangements

18 May 2020

"Passengers and the European transport industry are hit hard by the COVID-19 outbreak. Containment measures of authorities, such as travel restrictions, lock-downs and quarantine zones, imply that transport may be one of the most severely affected sectors of this pandemic", the European Commission confirms in its Commission Notice, 18 March 2020.

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

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.

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

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Law à la Mode: The dangers of unused trademarks; demonstrating reputation; lowering the cost of retail rent in Hong Kong; Brexit update; and more

22 MAY 2017

Law à la Mode

The Belgian editorial team is delighted to bring you this special edition of Law à la Mode, marking the 139th INTA Annual Meeting in Barcelona.

- 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 facebook profiel], Noot onder vonnis Rechtbank van eerste aanleg te Dendermonde van 8 april 2013, *Computerrecht* 2013, afl. 6, 328-333