

Alexander Odle joins Dentons' Intellectual Property and Technology practice in Amsterdam

September 2, 2019

Global law firm Dentons has strengthened its Intellectual Property and Technology practice with the recruitment of Alexander Odle. He joined the Amsterdam office as a partner on September 1, 2019. In his new role, he will focus on developing Dentons' intellectual property and trademarks offering in the Netherlands.

Prior to his move, Alexander Odle was co-founder of Nineyards Law, where he headed the IP department. He has over 25 years of proven experience on all aspects of intellectual property with a particular strength in trademarks, tradenames, designs and copyrights through prosecution, enforcement and litigation. He advises on setting up and managing pan-European anti-counterfeiting programs and national and international IP structuring and transactions, including licensing and technology transfers.

He handles complex and cross-border IP enforcement matters and has litigated many trademark cases for high profile clients. He is known for having protected in- and out-of-court the trademarks and designs of the Maglite flashlights for over a decade and with litigation going up to the Dutch Supreme Court and the Benelux Court of Justice.

"Alexander's broad experience on all aspects of intellectual property, and in particular his knowledge of trademarks, will complete our Intellectual Property and Technology team in Amsterdam," said Marc Elshof, Head of the Intellectual Property and Technology practice in the Netherlands. "With the addition of Alexander to the team, we now offer a full service offering covering intellectual property, patents, technology and data privacy."

Alexander Odle commented on his appointment, "The globalized economy and rapidly changing digital landscape are having profound effects on the management, monetization, and enforcement of intellectual property. Owners of IP assets are the first to profit from an international approach to legal advice. Dentons is moving the global market for professional legal services to the next level of seamless integration. I am excited to become part of that journey."

Dentons' Intellectual Property and Technology practice in the Netherlands now includes three partners and more than 600 lawyers worldwide.

About Dentons

Dentons is the world's largest law firm, delivering quality and value to clients around the globe. Dentons is a leader on the Acritas Global Elite Brand Index, a BTI Client Service 30 Award winner and recognized by prominent business and legal publications for its innovations in client service, including founding Nextlaw Labs and the Nextlaw Referral Network. Dentons' polycentric approach and world-class talent challenge the status quo to advance client interests in the communities in which we live and work. www.dentons.com.

Your Key Contacts



Alexander Odle
Partner, Amsterdam
D +31 20 795 39 53
M +31 6 29 53 17 23
alexander.odle@dentons.com



Marc Elshof
Partner, Amsterdam
D +31 20 795 36 09
M +31 6 46 37 61 08
marc.elshof@dentons.com

Media contacts

Amanda Lowe
PR and Communications
Director, Europe
D +420 236 082 249
amanda.lowe@dentons.com

Annelotte Hendriks
Marketing &
Communications Officer,
Amsterdam
D +31 20 795 34 54
M +31 61 135 97 07
annelotte.hendriks@dentons.com