

# Alexander Odle

## Partner



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Amsterdam

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## Overview

Alexander Odle is a partner in the Intellectual Property and Technology team in Amsterdam. He has over 25 years of experience in all fields of intellectual property and media law. Within the Amsterdam IP&T team he focusses on the protection and enforcement of trademarks, tradenames, designs and copyrights, online and offline media content, advertising clearing, and media related disputes.

He handles complex and cross-border IP enforcement matters for a famous lifestyle brand and has litigated many high profile trademark and design cases that have been published, including trademarks such as Cisco, , Leatherman, Mini Maglite, BUDGET, MEXX, and BonBonBloc (Côte d'Or) He has also litigated before the Benelux Court of Justice, brought cases to the Dutch Supreme Court and European Court for Human Rights and is currently handling a design case before the General Court of the European Union.

His work in IP transactions is also including licensing and technology transfers, national and international IP (re)structuring have led him to be listed as one of 300 World's leading IP Strategists by IAM for many years.

He was appointed as teacher in "International Intellectual Property law and Transactions" for post graduates at Leiden University in 2014.

## Recognition

- **World Trademark Review 1000 2019:** Alexander Odle is "a true trademark veteran with over 25 years of experience. Alexander is instrumental in enforcing his clients' rights in Benelux. He is always attentive, reliable, straightforward and easy to work with."
- **Intellectual Asset Management 300:** Listed from 2012-2017 in Intellectual Asset Management ("IAM") - 300 World's leading IP Strategists as one of two leading IP strategists from The Netherlands.
- **Chambers:** Listed in 2006-2007 as a leading individual in intellectual property for The Netherlands, Alexander Odle is "a respected figure on the IP scene and is a reliable, proactive and accessible lawyer. He scores especially well with clients who report: "He always gives detailed and clear answers." "...clients continue to praise his brevity and accessibility."

- **The Legal 500 EMEA:** Listed in 2000-2006 for Intellectual Property in The Netherlands  
“Alexander Odle has been handling some high profile defamation actions. One client said Odle was ‘a pragmatic and practical lawyer focused on results.”
- In 2006 for Media and Entertainment law: “fantastic and committed” Alexander Odle heads the department and is handling high profile defamation case. Odle advises various Dutch cultural institutions and is a member of the Dutch Advisory board on Cultural Governance.”

## Insights

- Co-author, "Conflicts of Law in the Arbitration of IP Disputes", *Conflicts of Law in International Commercial Arbitration*, NYU Center for Transnational Litigation, Arbitration and Commercial Law, JurisNet LLC, 2019 also published in *European International Arbitration Review*, Vol 7, No 1, 2018
- Co-author, "Marketing Intangibles Require Close Legal and Tax Scrutiny", *the Corporate Tax Practice series* 2012-2019
- "Design Protection: slavish copying vs design law", *panel member IP Forum Amsterdam*, July 2017

## Activities and Affiliations

- (Specialists’) association for Intellectual Property Litigation Attorneys (“VIEPA”)
- Association for Copyright (“VvA”)
- International Association for the Protection of Intellectual Property (“AIPPI”) - Dutch report drafting committees:
  - The interplay between design and copyright protection for industrial products (2012)
  - Damages for infringement, counterfeiting and piracy of trademarks (2008)
  - Database Protection at national and international level (2003)
  - Impact of Advertising Restrictions on Trademarks (1999)

## Prior and Present Employment

- Partner, Dentons, 2019-present
- Founding partner, Nineyards Law, 2015-2019
- Owner, New IP Strategies, 2008-2015
- Partner, Baker & McKenzie, 1999-2008
- Associate, Baker & McKenzie, 1995-1999
- Associate, Trenité Van Doorne, 1990-1995

## Areas of focus

### Industry sectors

- Technology

# Education

- University of Leiden, 1989, LL.M.

# Admissions and qualifications

- Dutch Bar Association, 1990

# Languages

- Dutch
- English