

# Alexander van Laaren

## Counsel



Counsel

Amsterdam

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## Overview

Alexander van Laaren is a counsel in the Amsterdam office. He advises clients on Benelux, European and global IP protection and has broad experience in trademark and design prosecution matters, including complex opposition and cancellation procedures. Alexander has been involved in many (international) trademark clearance projects, assisting clients with brand availability matters. His activities also include trademark monitoring to prevent and track down infringements. Additionally, Alexander supports clients by keeping IP rights valid and up-to-date by trademark portfolio management. Alexander also advises on related matters such as company names and copyright.

## Experience

- **Fashion company:** filing and prosecuting trademark and industrial design applications and portfolio management for an international fashion label
- **Chemical products company:** acting as representative in EU opposition and cancellation procedures
- **Beverage company:** providing strategic advice, clearance and prosecution related to the global introduction of a new soft drink
- **Furniture company:** assisting with assignment of international trademark portfolio
- **Technology company:** searching and clearing various trademarks and industrial designs
- **Social media company:** advising on IP protection and licensing on EU level
- **Entertainment company:** clearing, prosecuting and providing legal advice for an internationally orientated multimedia entertainment business

## Activities and Affiliations

- Member of the Benelux Association for Trademark and Design Law (Beneluxvereniging voor Merken- en Modellenrecht)

- Member of the Dutch Association for Copyright (Vereniging voor Auteursrecht)

## Prior and Present Employment

- Counsel, Dentons Boekel, 2018 - present
- Managing Partner, Markfellows, 2001 - 2018
- Associate, Knijff & Partners 1998 - 2001

## Areas of focus

### Industry sectors

- Technology

### Region

- Amsterdam

## Education

- University of Amsterdam, 1998, LL.M.

## Admissions and qualifications

- Certified Benelux Trademark Attorney, Benelux Association for Trademark and Design Law, 2001

## Languages

- Dutch
- English