

PARTNER

# Michaël DE VROEY

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&lt; All lawyers

**CONTACT:**

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**PRACTICES:**Commercial and consumer law  
Intellectual property law**SECTORS:**Food and beverages  
Healthcare and life sciences  
Luxury goods  
Retail and e-commerce  
Video games, sports and entertainment**LANGUAGES:**

Dutch - English - French

## MICHAËL DE VROEY

Michaël De Vroey specialises in all aspects of intellectual property law (trademarks, copyright, patents, designs, software, customs seizures) and related areas (such as trade secrets, domain names, unfair competition, market practices and new technologies), with a particular focus on IP enforcement for clients in the fashion & luxury and the consumer goods & retail industries. Michaël has extensive experience in advising multinational and domestic companies on IP related issues and defending their interests before the Belgian, Benelux and EU courts and IP offices. He also handles commercial disputes in court and arbitration, and regularly advises clients on digital media and copyright related issues, consumer and advertising law, and audiovisual media services regulations.

He is recognised in the Silver band in Trademark by **WTR1000**, a Patent Expert by **IAMPatent 1000**, and a Rising Star by IPStars (ManagingIP). He is also an accredited Domain Names Disputes Arbitrator with the Belgian Centre for Arbitration and Mediation (**CEPINA / CEPANI**).

Colleagues, clients and peers describe Michaël as business-oriented, responsive, efficient and pragmatic. WTR1000, the world's leading directory for trademark professionals, says the following: *"healthcare, consumer goods and retail specialist Michael De Vroey (...) definitely knows his stuff. He is pragmatic, to the point and always digs deep to find different arguments and unique angles. An efficient and cost-effective practitioner, he sets a perfect example of how trademark matters should be handled."*

Michaël regularly publishes articles on developments in the field of IP in recognised Belgian and EU legal magazines and has contributed to handbooks on IP in the fashion and video-gaming industries. He regularly speaks at seminars on IP related issues and is a member of the Benelux Association for Trademarks and Designs (BMM) and the International Association for the Protection of IP (AIPPI).

Master of Laws (University of Antwerp), 2007  
LL.M. Intellectual Property Law (King's College London), 2008  
Member of the Brussels Bar since 2008

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