

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

- *Legal 500 2021*: Intellectual property: trade marks, copyrights and design rights: Alexander is "a fantastic lawyer with lots of knowledge and experience in the area of IP."
- *Legal 500 2020*: Intellectual property: trade marks, copyrights and design rights: Alexander Odle "has a sharp business mind and this combined with thorough legal knowledge makes him a go-to lawyer for trademark matters, also because he is a pleasant person to work with." "He is a seasoned and very well respected IP lawyer, known for his in depth knowledge, analytical qualities and great service mindedness. It is very likely that he will be able to attract other first tier soft IP lawyers."
- *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, "Augmented Reality," *IP&T Bites newsletter*, October 2021
- Co-author, "Wetsvoorstel Platform-to-business (P2B) belast ACM met toezicht op naleving van de P2B-verordening," *IP&T Bites newsletter*, September 2021
- Co-author, "Digital Services Act," *IP&T Bites newsletter*, July 2021
- Co-author, "New e-commerce vat rules; webshops and platforms watch out," *IP&T Bites newsletter*, July 2021
- Co-author, "Sustainability claims in marketing strategies," *IP&T Bites newsletter*, July 2021
- Co-author, “Exhaustion of copyrights on software licenses,” *IP&T Bites newsletter*, March 2021
- Co-author, "New advertising rules for video-sharing platforms," Dentons Client Alert, October 2020
- 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)

Alexander Odle has registered the following principal and secondary legal practice areas in the Dutch Bar's register of legal practice areas:

- Intellectual property law

Based on this registration, he is required to obtain ten training credits per calendar year in each registered principal legal practice area in accordance with the standards set by the Dutch Bar.

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

Practices

- Intellectual Property and Technology
- Trademarks

Industry sectors

- Media and Entertainment
- Technology
- Luxury, Fashion and Beauty

Education

- University of Leiden, 1989, LL.M.

Admissions and qualifications

- Dutch Bar Association, 1990

Languages

- Dutch
- English