



## INDUSTRIAL PROPERTY COUNSEL

### TRADEMARK AND DESIGN ATTORNEY

Trademark attorneys assist in the protection of distinctive signs and aesthetic creations through trademarks and designs respectively, in compliance with the legal framework. Their thorough knowledge of the applicable legislation and case law enables them to provide advice to individuals and companies.

### MAIN ACTIVITIES

- ▶ Providing advice on and drafting proposals for trademark and design strategy.
- ▶ Search and analysis of prior registered trademarks and designs.
- ▶ Filing of trademark applications and prosecution of opposition and appeal proceedings.
- ▶ Representation of companies or individuals before intellectual property offices - national offices, Benelux Office for Intellectual Property (BOIP), European Union Intellectual Property Office (EUIPO), World Intellectual Property Organization (WIPO).

### EDUCATIONAL BACKGROUND AND ACCESS TO THE PROFESSION

In Luxembourg, the title "Industrial Property Counsel" (IPC) is conferred to persons holding a Master degree (or equivalent) in law, sciences or engineering followed by 3 years of working experience within an IP office.

In general, a trademark attorney has successfully completed studies in law. Notwithstanding their legal studies, trademark attorneys are IPCs, like patent attorneys. Therefore they could use their legal competencies to draft licensing or collaboration contracts related to patents.

Training courses and certification programmes which could be a valuable asset are offered abroad by some universities or private organisations. Those who are interested may also seek to follow specialised studies and/or pass an examination qualifying in trademarks.

For more information, feel free to consult our website at the following address:

[www.ipil.lu/metiers-PI/useful-links/](http://www.ipil.lu/metiers-PI/useful-links/).

### KEY COMPETENCES AND PERSONAL SKILLS

- ▶ Good communication skills, both oral and in writing.
- ▶ Sense of organisation and an open mind.
- ▶ Thorough knowledge of legislation and ability to develop an argument.



## MAIN POTENTIAL EMPLOYERS

Private sector: IP firms; companies with an intellectual property, creation or marketing department.

Public sector: National intellectual property offices, Benelux Office for Intellectual property (BOIP), European Union Intellectual Property Office (EUIPO), World Intellectual Property Organization (WIPO).

**In Luxembourg, job opportunities are mainly offered by IP firms.**

## PERSPECTIVES AND CAREER DEVELOPMENT

Trademark attorneys may consider obtaining a certification from the Benelux Association of Trademark and Design Law (BMM). This certification requires 3 years of professional experience, 2 years of theoretical and practical training, followed by an examination.

Trademark attorneys holding the IPC title may request to be included in the list of EUIPO representatives<sup>1</sup>. This list distinguishes between representatives in “design matters” and representatives in “design **and** trademark matters”.

Trademark attorneys can open their own IP firm once they qualify and obtain the authorisation of establishment.



// OPEN-MINDEDNESS, INTELLECTUAL CURIOSITY AND A STRONG INTEREST IN INTELLECTUAL PROPERTY LAW WILL MAKE A GOOD LAWYER, A GOOD ATTORNEY! //

**Olivier Laidebeur,**  
European Trademark Attorney

This campaign is organised by



In cooperation with



<sup>1</sup> Conditions for integration are established in article 93 of Council Regulation (EC) No 207/2009 amended by the Regulation (EU) 2015/2424 of 16 December 2015 on the European Union trade mark.