

**Flip Petillion**

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**Brussels**

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**Practice Areas**

- Intellectual Property
- Life Sciences
- Privacy & Data Protection
- Technology, Media & Telecommunications
- European Practice
- International Business
- Complex Litigation
- International Dispute Resolution
- International Arbitration
- International Litigation
- Alternative Dispute Resolution
- Distribution Management & Brand Stewardship
- TLDs & Domain Names

**Flip Petillion** is a partner in the firm's Brussels office. He is co-chair of the TLD and Domain Names Practice. His practice has been devoted to IP, IT, Media and Communication for more than 20 years, with a heavy emphasis on IP litigation and counseling for corporate clients in many industries including social networks, fashion, food, home furniture, hardware and software, film production and distribution, editing, advertising, architecture, finance, insurance, automotive businesses, and diamond trading. Prior to joining the firm, Flip ran the IP, IT, Media and Communications practice at the oldest law firm in Brussels.

Flip's client work has included representing Facebook, Ikea, Eddy Merckx, Carodel, Lannoo, Linden Lab, maker of Second Life and Second Life Grid; 20th Century Fox; Citrix Systems; Klippan; Farrow & Ball; Cigna; and Healthcare Information and Management Systems Society.

Flip has extensive experience representing clients in a wide array of intellectual property issues relating to copyright, trademark, domains and domain names, patents, legal enforcement, software, privacy issues, unfair competition, information technology and media, as well as licensing, distribution agreements, advertising clearance, IP-driven transaction and strategic advice. His experience includes both contentious and non-contentious work. Flip also assists clients in the negotiation and drafting of licensing and co-operation agreements, software contracts and IT outsourcing, and advises on the protection of know-how, trade secrets and databases, R&D agreements, editing agreements, audiovisual agreements, and privacy issues. He regularly performs audits of IP right portfolios and

assists in the management of such portfolios. Clients call upon his advice before taking important strategic decisions.

Flip is co-chairing the TLD and Domain Names practice which now counts 17 lawyers working from all our offices. The team advises on TLD applications and represents clients in disputes on new extensions.

Flip Petillion received his J.D. from K.U.Leuven University, magna cum laude, in 1987. In 1987, he became an assistant professor in international public law at the K.U.Leuven University. Flip also obtained several postgraduates: international economic law, Dubrovnik University, 1988; in telecommunications law, K.U.Leuven University, 1998; in telecommunications, strategy and regulation, Ghent University, 1999. He trained with Cepina (2006) and Wipo (2007 and 2008) to become an official mediator.

Flip was admitted to the Brussels bar in 1988. He is an official mediator since 2006.

Flip regularly lectures on various IP and IT topics. He is a frequent speaker at professional and academic conferences and published several articles in the field of intellectual property. He is on the editorial board of IRDI, a leading Belgian law journal on intellectual property matters. He is chief editor of RABG, a leading Belgian law journal, and in charge of the yearly intellectual property edition of RABG.

Flip is an arbitrator in IP disputes with the World Intellectual Property Organization (WIPO) and International Trademark Association (INTA). He is also an arbitrator with the Belgian Arbitration and Mediation Center (Cepina) and an official Belgian mediator. He handles domain name disputes as a panelist with WIPO, National Arbitration Forum (NAF), Czech Arbitration Court (CAC) and Cepina.

Flip is an active member of various national and international intellectual property associations, including INTA, MARQUES (Vice-Chair of the IP Outer Border Team), the Licensing Executives Society (LES) and the European Communities Trade Mark Association (ECTA).

### Education

- K.U. Leuven University, J.D. (1987) *magna cum laude*
- Dubrovnik University (1988) Postgraduate in International Economic Law

- K.U.Leuven University (1989) Postgraduate in Telecommunications Law
- Ghent University (1999) Postgraduate in Telecommunications, Strategy and Regulation

### **Affiliations**

Admitted to practice: in Belgium and before the European Court  
Substitute Judge at the Court of Appeals of Brussels  
Official Mediator in Civil and Commercial matters  
Arbitrator and Mediator with World Intellectual Property Organisation (WIPO)  
WIPO Panelist  
INTA Panelist  
National Arbitration Forum (NAF) Panelist (USA)  
Czech Arbitration Court (CAC) Panelist  
Belgian Arbitration and Mediation Center (CEPANI) Arbitrator  
CEPANI Panelist  
Ad hoc arbitrator  
Former member of the Council of the Brussels Bar, 2007-2008  
Former Successor of the Superior Council for Justice, 2004-2008  
Former assistant professor, K.U. Leuven University, 1987-1991

### **Languages**

English  
Dutch  
French

### **Membership in Professional Organizations**

Chief Editor, Rechtspraak Antwerpen Brussel Gent (RABG) [law journal]  
Chief Editor IP Edition of RABG  
Member, Editorial Board, Intellectuele Rechten - Droits Intellectuels [law journal specialized in IP] Member, Marques, the Association of European Trade Mark Owners  
Member, Marques, IP Outer Borders Team  
Member, INTA, the International Trademark Association  
Member, Belcliv, the Belgian Computer Security Club  
Member, Beltug, the Belgian Telecommunications Users Group  
Member, Licensing Executives Society  
Member, ABA, l'Association belge pour la protection du droit d'auteur

### **In The News**

- "'Punitive damages' sluipen in Gentse rechtspraak," *Trends* (September 2009).
- "Helder inzicht in intellectuele rechten loont," *De Bestuurder* (May 2009).

**Bi-weekly contributions on IP and IT law in the Belgian business paper De TIJD, including:**

- "Beslag inzake namaak: nuttig, maar soms misbruikt," (September 9, 2010)
- "Portret verbieden via intellectuele rechten is niet vanzelfsprekend" (May 16, 2008)
- "Bezitters van internetdomeinnamen krijgen meer privacy" (April 25, 2008)
- "Aftrek voor octrooi-inkomsten nog onvoldoende bekend" (February 29, 2008)
- "Roep om meer transparantie voor collectieve beheersvennootschappen" (December 7, 2007)
- "De eerste bedenker wint niet altijd" (November 16, 2007)
- "DNS BE biedt bewakingsstelsel voor domeinnamen" (October 12, 2007)
- "Belgische merkhouders kunnen ook .ASIA-domeinnaam nemen" (September 21, 2007)
- "Internetaanbieder moet toegang tot onwettige informatie op websites blokkeren" (August 31, 2007)
- "Hoe wordt een werkgever of opdrachtgever eigenaar van software?" (June 8, 2007)
- "Driedimensionale vormen als merken" (May 30, 2007)
- "Kan auteursrecht parfum beschermen?" (April 20, 2007)
- "Is uw merk van u alleen?" (March 23, 2007)
- "Google enige verliezer na vonnis?" (March 16, 2007)
- "Outsourcing data processing botst met gegevensbescherming" (February 9, 2007)
- "ISBN creëert geen intellectueel recht" (January 19, 2007)
- "Dien niet te snel een octrooiaanvraag in" (December 22, 2006)
- "Licentie of distributie?" (December 1, 2006)
- "De licentie: een instrument voor exploitatie intellectuele rechten" (November 17, 2006)
- "De geheimhoudingsovereenkomst: handig maar geen wondermiddel" (November 3, 2006)
- "Over de bescherming van Geraardsbergse mattentaarten en fetakaas" (June 13, 2006)
- "Degelijk octrooibeleid van strategisch belang" (May 2, 2006)
- "Letterdieverij: niet gemakkelijk bewezen" (March 10, 2006)
- "Het lot van software van failliete leverancier" (February 17, 2006)
- ".EU-domeinnaam: hoe bestrijdt u een onterechte registratie?" (January 27, 2006).
- "Boetes voor illegale software" (December 8, 2005)

- "De auteur is dood. Leve zijn auteursrecht" (November 18, 2005)
- "Hoe merkwaardig is Picasso? (October 21, 2005)
- "Typosquatting maakt geen kans meer" (September 23, 2005)
- "De lijdensweg naar Europese softwareoctrooiën" (June 24, 2005)
- "Unieke privé-kopie van cd's: recht of gunst?" (April 5, 2005)
- "Sabam wint slag in strijd tegen on-linemuzeikpiraterij" (December 7, 2004)
- "Beslag van namaakgoederen" (November 24, 2004)
- "Softwarelicenties vergen actief beheer, ook van KMO" (October 22, 2004)
- "Schriftelijke afspraken over auteursrechten vullen wettelijke regels aan" (October 6, 2004)
- "Is een slogan deponeerbaar?" (September 15, 2004)
- "Microsoft: trendsetter of outsider?" (June 18, 2004)
- "Octrooieerbaarheid van software nog niet hard gemaakt" (May 21, 2004)
- "Google goochelt met merken" (May 5, 2004)
- "Europa harmoniseert handhavingsbeleid over intellectuele eigendomsrechten" (March 26, 2004)
- "Registratie van '.eu'-domeinnamen vergt nog even geduld" (February 27, 2004)
- "Krijgt spam het laatste woord?" (February 13, 2004)
- "Geschillen over domeinnamen" (January 23, 2004)
- "Globale afspraken regelen pannes die buiten contract vallen" (January 21, 2004)
- "Nieuwe procedure om merkengeschillen in Benelux te beslechten" (January 9, 2004)
- "Spam bestrijden met spam?" (January 2, 2004)
- "Iedereen beroemd: niet zonder toestemming" (December 17, 2003)
- "Een geluid als merk" (December 8, 2003)
- "Spam mag soms wel" (November 26, 2003)
- "Intellectuele eigendom" (November 10, 2003)