

**Kristof Roox**

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Practice Areas

- Intellectual Property
- Litigation
- Pharmaceuticals
- Technology, Media & Telecommunications
- Complex Litigation
- Life Sciences
- Trade Secrets
- Pharmaceutical Industry
- Health Care

Kristof Roox is a Partner in the firm's Brussels office. He specializes in intellectual property litigation in a variety of technological and commercial fields, with a particular focus on complex patent litigation in the pharmaceutical and life sciences sector. He has been involved in a number of cases concerning parallel litigation in several jurisdictions and European cross-border issues. He further advises on many aspects of intellectual property portfolio management, including licensing, protection of trade and domain names, trade secrets, combating counterfeiting and piracy, broadcasting and cable retransmission, technology transfer and strategic IP planning. He has also extensive experience in a wide variety of media law issues.

In addition to traditional IP litigation and counseling, Kristof is also regarded as an expert in the regulatory aspects of life sciences. He advises clients on regulatory, IP and commercial issues, including launch and marketing strategies, food supplements, pharmaceutical marketing practices, pricing and reimbursement, distribution models, OTC-products, competition law aspects, etc. Kristof also litigated several high profile cases before the Belgian's highest Administrative Court (Raad van State) challenging/defending Government reforms of the healthcare system, parallel import authorizations, marketing authorizations, etc. He also assists clients in procedures before the European Agency for the Evaluation of Medicinal Products (EMA), the Ethical Healthplatform Mdeon and the Deontological and Pharmaceutical Ethics Committee. Furthermore, he advises and represents leading trade associations in the life sciences sector.

Kristof is a very experienced litigator in general commercial and civil matters, covering all aspects of dispute resolution including arbitration. As a specialist in private international law issues, he often deals with complex multi-jurisdictional questions. He is reputed for his knowledge of judicial and procedural law issues.

Kristof is a qualified lawyer in Belgium and received a law degree *cum laude* at the Free University of Brussels in 1994. He also obtained a Master of Laws (LL.M) in Intellectual Property Law at the University of London (Queen Mary and Westfield College) in 1996. Kristof is admitted at the Brussels bar since 1994. In 1998 he became an assistant professor private international law at the University of Gent. He also lectures on various IP topics in several educational institutions, such as Patent law at the University of Liège (LL.M in European Competition and IP Law).

He is a frequent speaker at professional and academic conferences and published several articles on intellectual property and private international law matters. He is on the editorial board of IRDI, a leading Belgian journal on intellectual property matters. He is also an active member of various national and international intellectual property associations.

In 2004 Kristof was named a "rising star with experience on the international side of IP" by the *Legal 500*. The growth and reputation of his IP practice has been confirmed in the next editions of the *EMEA Legal 500*: "Complex patent litigation in the pharmaceutical sector is the forte of Crowell & Moring, where the excellent Kristof Roox has been involved in a number of cases concerning parallel litigation in several jurisdictions" (2006 edition); "Kristof Roox has good knowledge of the pharma industry and is well connected" (2011 edition). "Kristof Roox and counsel Jan-Diederik Lindemans are highly regarded: 'their creative and bold tandem is an extremely efficient engine that drives a very capable practice'" (2012 edition). Also in *PLC Which lawyer? 2007, 2008, 2009, 2010 and 2011*, Kristof is named as a leading lawyer in IP matters and Life Sciences. Kristof is further one of the few Belgian lawyers nominated in *PLC's Life Sciences* multi-jurisdictional guide and in the patent section of the International Who's Who of *Business Lawyers 2007, 2008, 2009, 2010 and 2011*, as well as in the International Who's Who of *Life Sciences Lawyers 2008 and 2011*. In addition, Kristof was recognized as dynamic and service-minded in the area of Intellectual Property for Belgium in *Chambers Global: The World's Leading Lawyers Guide for 2007 and 2008*, and as a "pragmatic lawyer with a significant presence," who is "excellent: very hands-on and no-nonsense" (*Chambers Europe 2009*). He is also praised for "vigourously defending his clients interests," his "clear writing style and commercial approach" (*Chambers Europe 2010*) and is lauded by peers as a "superb lawyer, always practical and efficient. Clients also appreciate a superior level of customer service combined with great value for money" (*Chambers Europe 2011*). Kristof has further been recommended in *European Legal Experts* since 2007. Also in several editions of the *Guide to the World's Leading Patent Law Experts*, he has been nominated as a leading adviser and expert practitioner by clients, in-house counsel and peers. The IAM-publication *The World's Leading Life Sciences Patent Litigators 2010* described Kristof as "tenacious" and recognized his work in the biotechnology field. Also thanks to Kristof, Global Law Experts has chosen Crowell & Moring as the winner of the Pharmaceutical Law Firm of the Year in Belgium Award 2012.

Education

- Free University of Brussels, J.D. (1994) *cum laude*
- University of London (Queen Mary and Westfield College), LL.M. Intellectual Property Law (1996)

Affiliations

Admitted to practice: in Belgium and before the European Court

Other Affiliations

Member of the Council for Intellectual Property, an advisory body to the Belgian Government
Maître de conférences, Université de Liège