

Crowell & Moring Hires Allen & Overy IP Litigator In Brussels

By **Hanna Vioque**

Law360, London (March 19, 2024, 7:35 PM GMT) -- Crowell & Moring LLP has added a new partner to its Brussels office, strengthening its European intellectual property practice as clients increasingly seek advice to navigate rapidly changing liability regulations.

Edward Taelman took up his new role March 4, after spending more than 13 years at Allen & Overy LLP as an associate and senior associate in the IP and information technology department.

"I was looking for a place where IP is valued as being a core practice area of the firm," Taelman told Law360 on Tuesday. It no longer seemed to be a strategic priority for Allen & Overy, and Crowell & Moring is a top-ranked firm in this field, he said.



Edward Taelman

Having completed a Master of Laws in 2010 at Ghent University in northwest Belgium, Taelman then obtained a second master's degree from Stanford Law School specializing in IP, media and technology law.

Taelman was always fascinated by technology and the way it has "been completely revolutionizing our lives is sort of a new industrial revolution," he said. This background explains Taelman's involvement in some of Belgium's landmark cases, particularly related to whether digital platforms are liable for the actions of users and third parties.

For instance, Taelman represented a large e-commerce platform in a 2022 case brought by luxury shoemaker Christian Louboutin alleging that the platform was responsible for sellers distributing infringing goods.

In that case, the European court ruled that the e-commerce giant could be directly liable for advertising fake goods — including counterfeit Louboutin pumps — on its website if, when seeing an ad, an informed and reasonably observant buyer thought the platform itself was marketing the products in its own name.

This case, and others like it, indicate to Taelman that things are "starting to shift."

"There is no longer this extreme position saying there is no liability whatsoever for the actions of third parties, but of course, you can't also go to the other extreme," Taelman said, noting that the role of digital platforms is becoming ever more important and the tech only continues to evolve.

Taelman also advises clients more generally on how to prepare for and comply with changing regulatory rules in the digital space, such as the New Deal for Consumers, artificial intelligence regulation and amendments made to the product safety rules this year.

"As U.S.-based companies prepare for similar regulatory enforcement, Edward's experience leading organizations through digital platform liability issues will make him a valued adviser to clients with significant online businesses," David Ervin, co-leader of the firm's advertising and brand protection group, said in a statement.

--Editing by Stephen Berg.

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