



**Jacques DE WERRA**

Professor of intellectual property law and of contract law  
at the Law School of the University of Geneva

**EDUCATIONAL QUALIFICATIONS AND ACTIVITIES**

Professor of intellectual property law and of contract law, University of Geneva, 2006 – present (full-time position as “professeur ordinaire”); vice-rector of the University of Geneva (2015-2019);  
Faculty Fellow / Faculty Associate, Berkman Center for Internet and Society, Harvard University (2013-2015);  
Visiting Professor, Université catholique de Louvain (2014);  
Lecturer, Boston University School of Law (spring term 2013);  
Visiting Professor, City University of Hong Kong (2012);  
Visiting Professor, Nagoya University (2012);  
Visiting Professor, University of Neuchâtel, 2006-2007;  
Visiting Professor of e-commerce law and intellectual property law (Master program in law, criminality and security of new technologies), University of Lausanne, 2005-2006;  
Lecturer (for intellectual property law), University of Geneva, 2003 – 2006;  
LL.M., Master of Laws, Columbia University School of Law, 2001;  
Doctorate in Law (J.S.D.), University of Lausanne, 1996;  
Degree in Law (J.D.), University of Lausanne, 1993.  
Bar Admission: Geneva Bar, 1999 ; New York Bar, 2003.

**OTHER SCIENTIFIC AND PROFESSIONAL ACTIVITIES**

Organizer of the Internet law summer school at the University of Geneva (since 2014: [www.internetlaw-geneva.ch](http://www.internetlaw-geneva.ch))  
Co-organizer of the WIPO – University of Geneva summer school on Intellectual Property (every summer since 2011)  
Member of the Board of the Swiss Review of intellectual property, information and competition law (sic ! [www.sic-online.ch](http://www.sic-online.ch))  
Member and former Chairman (2013-2015) of the Standing Committee on “IP ADR” of the International Association for the Protection of Intellectual Property (AIPPI)  
Member of the Swiss Federal Arbitral Commission for the Management of Copyrights and Neighbouring Rights (2012-2015)  
Panelist for Internet Domain Name Disputes of the WIPO Arbitration and Mediation Center (Geneva) and the Asian Domain Name Dispute Resolution Center (Hong Kong)

**PAST PROFESSIONAL EXPERIENCE**

Associate, Lenz & Staehelin, Zurich/Geneva, Switzerland, 2002-2006;  
Intern, Fross, Zelnick, Lehrmann & Zissu P.C., New York City, 2002;  
Trainee / associate, de Pfyffer & Partners, Geneva, 1997-2000;  
Intern, Morrison & Foerster, LLP, Brussels, 1996;  
Research assistant, Law School of the University of Lausanne, 1993-1996.



## MEMBERSHIP IN PROFESSIONAL BODIES

Association Littéraire et Artistique Internationale (ALAI), Swiss Group;  
International Association for the Protection of Intellectual Property (AIPPI), Swiss Group (former member of the board);  
International Technology Law Association (iTechLaw);  
International Trademark Association (INTA);  
International Association for the Advancement of Teaching and Research in Intellectual Property (ATRIP);  
Licensing Executives Society (LES), Swiss Group;  
Swiss Arbitration Association (ASA);  
Swiss Forum for Communication Law (member of the board).

## SELECTED PUBLICATIONS<sup>1</sup>

Scientific co-editor (with Prof. Irene Calboli) of [The Law and Practice of Trademark Transactions : a Global and Local Outlook](#) (Edward Elgar 2016)

Scientific co-editor (with Prof. Philippe Gilliéron) and author of the Commentaire romand de droit de la propriété intellectuelle (approx. 2500 pages) commenting the four main Swiss intellectual property laws (i.e. copyright, patent, trademark and design laws)

<http://www.helbing.ch/detail/ISBN-9783719028534/Commentaire-romand-Propri%C3%A9t%C3%A9-intellectuelle>

Scientific editor of the Research Handbook on Intellectual Property Licensing (Edward Elgar 2013) [www.ip-licensing.info](http://www.ip-licensing.info)

Scientific editor of an intellectual property book series: Propriété Intellectuelle – *Intellectual Property* ([www.pi-ip.ch](http://www.pi-ip.ch)):

- Vol. 1: Sport et propriété intellectuelle / *Sport and Intellectual Property* (2010) ;
- Vol. 2: La résolution des litiges de propriété intellectuelle / *Resolution of Intellectual Property Disputes* (2010) ;
- Vol. 3: Marques notoires et de haute renommée / *Well-Known and Famous Trademarks* (2011)
- Vol. 4 : La propriété intellectuelle dans l'industrie pharmaceutique / *Intellectual Property in the Pharmaceutical Industry* (2012)
- Vol. 5 : Yaniv Benhamou (thèse de doctorat), Dommages-intérêts sous l'angle de la méthode des redevances suite à la violation de droit de propriété intellectuelle en droit suisse et comparé
- Vol. 6 : La protection des secrets d'affaires / *The Protection of Trade Secrets* (2013)
- Vol. 7 : Défis du droit de la concurrence déloyale / *Challenges of Unfair Competition Law* (2014)
- Vol. 8 : Le droit du design / *Design law* (2015)

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<sup>1</sup> Full list of publications: <http://www.unige.ch/droit/collaborateur/professeurs/deWerra-jacques/publications.html>.



Alternative Dispute Resolution Mechanisms for Solving Trademark Disputes (Mediation, UDRP, Arbitration), *in*: Irene Calboli & Jacques de Werra (eds), [The Law and Practice of Trademark Transactions : a Global and Local Outlook](#) (Edward Elgar 2016), p. 293-322

New Developments of IP Arbitration and Mediation in Europe: The Patent Mediation and Arbitration Center Instituted by the Agreement on a Unified Patent Court, *in*: *Revista Brasileira de Arbitragem* 2014, p. 17;  
<https://archive-ouverte.unige.ch/unige:39878>

Euro-Korean Perspectives on the Use of Arbitration and ADR Mechanisms for Solving Intellectual Property Disputes, *in*: *Arbitration International*, 2014, vol. 30, no. 1, p. 91-123 (article co-written with Gyoocho Lee and Keon-Hyung Ahn);  
<https://archive-ouverte.unige.ch/unige:33421>

仲裁と知的財産—及び) ある契約上の問題 (translation in Japanese of an article written in French on IP arbitration), *in*: *Nagoya University Journal of Law and Politics*, 2013, no. 251, p. 430-41  
<https://archive-ouverte.unige.ch/unige:30987>

Global policies for arbitrating intellectual property disputes, *in*: Jacques de Werra (ed.), [Research handbook on intellectual property licensing](#) (Edward Elgar 2013), p. 353-377  
<https://archive-ouverte.unige.ch/unige:29498>

Arbitrating International Intellectual Property Disputes: Time to Think Beyond the Issue of (Non-) Arbitrability, *in*: *International Business Law Journal*, 2012, Issue 3, p. 299;  
[http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=2149762](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2149762)

Can Alternative Dispute Resolution Mechanisms Become the Default Method for Solving International Intellectual Property Disputes?, *in*: *California Western International Law Journal*, Vol. 43, No. 1, 2012, p. 39;  
[http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=2195968](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2195968)

How to Protect Trade Secrets in High-Tech Sports? An Intellectual Property Analysis based on the Experiences at the America's Cup and in the Formula One Championship, *in*: *European Intellectual Property Review* 2010 (volume 32, issue 4), p. 155;  
[http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=2149767](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2149767)

What Legal Framework for Promoting the Cross-Border Flow of Intellectual Assets (Trade Secrets and Music)? A View from Europe towards Asia (China and Japan), *in*: *Intellectual Property Quarterly* 2009 (Issue 1), p. 27;  
<http://ssrn.com/abstract=2149758>

Moving Beyond the Conflict Between Freedom of Contract and Copyright Policies: in Search of a New Global Policy for Information Licensing Transactions, *in*: *25 Columbia Journal of Law & the Arts* (2003), p. 239.  
<http://ssrn.com/abstract=2149796>

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