Petillion

Alexander Heirwegh

Expertise and Education

Alexander Heirwegh is an associate specialising in Intellectual Property, Information Technology, Data Protection, Internet, E-Commerce and Telecom.

Alexander obtained a Master's degree in Law at Ghent University, magna cum laude. He also obtained an LL.M. in Intellectual Property and ICT Law at Leuven University, magna cum laude. During his studies, Alexander focussed on European and IT Law at Charles University in Prague, Czech Republic, while taking part in the Erasmus exchange program.

Alexander has a particular expertise in online brand and copyright protection, and domain names. He worked on various online trademark and copyright infringement cases and domain

name disputes. He also wrote a Master's thesis on privacy and trademark enforcement issues in cybersquatting cases.

Alexander assists international clients in developing their distribution networks and online commercial activities. He advises and represents service providers and intermediaries in matters related to their regulated activities, the negotiation and performance of IT projects, the protection of their intellectual property, unfair commercial practices and consumer protection. He also handles jurisdictional disputes with a focus on private international law.

He further assists clients in cases on advocacy and journalism in matters related to freedom of expression and information, anti-bribery, and defamation.

Languages

Alexander is a native Dutch speaker, with an excellent command of English and proficiency in both French and German.

Practice Areas

Dispute Resolution

Intellectual Property

Media

Information Technology

Internet and Domain Names

Data Protection

Telecom

Distribution

Education and Career

Alexander graduated from Ghent University (2016) magna cum laude

LL.M. Intellectual Property and ICT Law from Leuven University (2017) magna cum laude

Admitted to the Brussels Bar (2017)

Recent Publications

Books

Genesis, Adoption and Application of European Directive 2004/48/EC, and Enforcement of Intellectual Property Rights in Belgium in F. PETILLION, *Enforcement of Intellectual Property Rights in the EU Member States*, Intersentia, Cambridge, 2019, 1244.

Directive 2004/48/EC: The road to adoption, implementation and revision. in F. Petillion, *Handhaving van intellectuele rechten in België. 10 jaar implementatie van de handhavingsrichtlijn 2004/48*, Larcier, 2018.

Articles

Het ontmaskeren van de anonieme inbreukmaker – Het spanningsveld tussen de handhaving van intellectuele eigendomsrechten en de bescherming van persoonsgegevens op het Internet, *Actua Legel 2019/29* (June 2019)

De aansprakelijkheid van online tussenpersonen in de digitale eengemaakte markt: naar een algemene toezichtverplichting?, *RABG IP 2019/9*, Larcier (June 2019)

Kan Samson verder leven zonder zijn baasje(s)? De zeggenschap van mede-merkhouders en -auteurs over een televisieformat en -personage, *Actua Leges, 2019/23* (May 2019)

The Technology, Media and Telecommunications Review: Edition 9 – Belgium, *The Law Reviews* (January 2019).

De Uniemerkenpuzzel in de Europese 'interne' markt, *RABG* 2018/17, Larcier (November 2018).

The Trademarks Law Review: Edition 1 – Belgium, *The Law Reviews* (February 2018).

Global Practice Guide: TMT Belgium, *Chambers and Partners* (January 2018).

Het keurig gebruik van nieuwe Uniecertificeringsmerken, *R.A.B.G.* 2017/20, 1591-1598 (December 2017).

Comparative Legal Guide: Intellectual Property Belgium, *The Legal 500 In-House Lawyer* (October 2017).

Recent Cases

Alexander provided legal advice in software contracting related to enterprise resource planning for an international chemical company.

Alexander handled an international commercial agency case with a special focus on private international law.

Alexander advised several international companies and organisations, such as a clothing manufacturer, human rights organisation and sports federation, in privacy and data protection matters for their (online) activities.

Alexander provided legal advice in an international case on advocacy and anti-bribery for an international non-profit.

Alexander has participated in various domain name registration disputes concerning trademarks of several international corporations.

Alexander provided legal advice in a cross-border case concerning press freedom, protection of journalistic sources and defamation for an international non-profit.

Alexander engaged in online trademark protection and registration cases before the EUIPO and the Swiss Federal Institute of Intellectual Property.

Presentations and Lectures

A Highland Battle: ICANN / WHOIS update and discussion, *ECTA 38th Annual Conference Edinburgh,* 28 June 2019.

The threat of Data Protection (GDPR) and Internet Governance on effective IP enforcement, Internet Regulation and Business Seminar, *ICC Belgium / FEB / PETILLION*, 10 December 2018.

Petillion

Our Team

Jan Janssen

Flip Petillion

Alexander Heirwegh

Diego Noesen

Contact

aheirwegh@petillion.law

+32 2 306 18 64

www.petillion.law