



ROGUE WAVES & CROSSWINDS: TRADE MARKS IN MOTION



JORG WEBERNDORFER, Policy Officer, DG Trade, European Commission, BE

Jorg studied law in Germany and the UK, and qualified in European and IP matters through an LL.M. course (LSE, London) and his PhD (Dr. jur., Erlangen). He further holds an MBA (IE, Madrid) and is certified in internal auditing (CIA, Brussels).

After his time as articled clerk (Nuremberg and Toronto) and as lawyer at an international business law firm (Hamburg), he joined EUIPO (former OHIM, Alicante) in 1998, starting in its Opposition Division. As from 2000, he took up several management positions in trademark operations, external affairs, and general administration.

In 2011, he made a transfer to the European Commission, working first for its Internal Audit Service, in the Directorate responsible for EU regulatory agencies and joint undertakings.

In 2014, he returned to the IP world, and is now Policy Officer in DG Trade in charge of its IP cooperation with China, Hong Kong, Macao, Mongolia, Taiwan, and Mexico. As regards China, he is in particular entrusted with the preparation and follow-up of the EU-China IP Dialogues and Working Groups. He is further responsible for the policy of the EU's present IP cooperation programme in China (IP Key) and for the launch of similar IP cooperation programmes in China, South-East Asia, and Latin America for the period 2017-2020.



ECTA

European Communities Trade Mark Association

DUBROVNIK

2016

ECTA 35th
Annual Conference

22-25 June, 2016
Dubrovnik, Croatia