



FLORENT GEVERS, ECTA Past President and Honorary Member, BE

Mr. Florent GEVERS is of Belgian nationality.

He obtained his University degree at the University of Louvain in Belgium and a Masters degree in Industrial Property at the University of Strasbourg in France.

He was president of GEVERS & PARTNERS N.V., a Trade Mark & Design Attorney law firm in Belgium (more than 25 lawyers dedicated to trade mark and design practice in Benelux (BELgium, NETHERlands, LUXembourg), in international trade marks (Madrid System) and Community Trade Marks. The last couple of years, he was a permanent consultant for the GEVERS GROUP on all aspects of Industrial Property until his retirement in June 2012.

He is a Benelux Trade Mark and Design Attorney, a registered European Community Trade Mark and Design Attorney and a registered European and Belgian Patent Attorney.

He was:

- ❑ Founder member and President of ECTA – Member of Honour.
- ❑ President of the Official Advisory Group to the Belgian Government on Industrial Property.
- ❑ Founder member and President of BMM (Association of Benelux Trade Mark and Design Practitioners) – Recipient of the Wim Mark Award for his article on the foreseen new opposition procedure in the Benelux – Member of Honour.
- ❑ President of the Belgian Group of AIPPI, holder of the AIPPI Award of Merits.
- ❑ Founder member of LES International and first International Treasurer.
- ❑ Founder member and President of LES Benelux – Member of Honour.
- ❑ Member of INTA (U.S.A.), ITMA (U.K.), APRAM (France) and PTMG (U.K.)

He was a visiting professor at the Universities of Alicante (Spain), Strasbourg (France), Fordham (New York) and K.U.B. (Brussels), where he regularly taught on the practical aspects of the International Trade Marks (Madrid), Community Trade Marks and its case law, and concerning which he has written different articles.

He extensively lectured and wrote on the CTM (Brussels – Athens – Alicante – Guernsey - New York – Chicago – Washington – Houston - San Francisco - Los Angeles –Tokyo -Melbourne), etc.



On the question of new legislations and their implementation, he was active in the following areas:

- WIPO: He attended as an observer to all meetings in Geneva for the preparation of the Madrid Protocol and also attended the diplomatic meeting in Madrid, where it was finalized.
- He was an official delegate of the Belgian Government at the WIPO Diplomatic Conference in Nairobi from 28 September to 24 October 1981.
- He intensively lectured on the new CTM legislation of 1996 in many different countries, amongst other U.S.A., Japan and Australia and co-edited a practical guide on this new legislation.
- He presided the group of private experts for drafting the new opposition procedure with the Benelux Office for Intellectual Property.
- He wrote an article entitled "Ten years CTM, ten proposals for improvements" in 2005, a contribution to a book dedicated to the departure of Mr. Alex von Mühlendahl, at that time Vice-President of the OHIM Office in Alicante.
- With Alex von Mühlendahl, he wrote an article which has constituted one of the main basics of discussion on the latest amendment of the Madrid system on trade marks in 2007.
- As a member of the scientific committee on geographical indications at the European Community, DG AGRI (nomination by the Belgian Government), he helped to make the interpretation on the new Community legislations in this area during five years.
- He was co-editor of the oldest (1911) bi-monthly publication dedicated to intellectual property in Belgium (ICIP, previously Ingénieur Conseil).

More specifically on the question of Geographical Indications:

- he was a member of the Scientific Committee for designations of origin, geographical indications and certificates of specific character at the European Communities (until 2000).
- he chaired the AIPPI Committee on appellation of origin.
- he chaired the ECTA Committee on Geographical Indications until June 2012.
- he was invited by WIPO to lecture on Geographical Indications in Melbourne, Wiesbaden, and Hungary.
- he lectured for ECTA at its meeting in Porto from 29 to 31 October, 2009 on the ECJ decision on BAVARIA, Case C-343/07 of 2 July 2009.
- he chaired an ECTA delegation invited to meet DG AGRI (European Commission) on 11 December, 2009 on the revision of the three EU Regulations on foodstuff, wine and spirits.
- he attended many conferences dedicated to Geographical Indications, the last one being in Sofia (June 2009).