



## Jürg Simon

Partner, Co-Head of Intellectual Property  
 Prof. Dr. iur., Attorney at Law, Executive  
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### EXPERTISE

Prof. Dr. Jürg Simon is a partner and leading expert in intellectual property and related fields in Switzerland (forensic and non-forensic work), with a particular focus on trademark and privacy law. He has vast experience as counsel in trademark, unfair competition, copyright and patent litigation, as well as in all aspects of commercial transactions involving intellectual property rights (such as licensing, selective distribution, sponsoring and IP securitisation). Before joining Lenz & Staehelin, he was director at the Swiss Intellectual Property Institute and a partner in an IP boutique firm.

Jürg teaches intellectual property law (among other topics) at the University of St. Gallen, the Swiss Intellectual Property Institute, and the Università LUISS Guido Carli in Rome. He has been published on a wide range of intellectual property and competition topics. He is also the past and acting president of two associations in the Swiss dairy industry, and a member of the board of directors of IP-intensive companies.

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### PROFESSIONAL EXPERIENCE AND EDUCATION

2006	University of St.Gallen (Adjunct Professor of Intellectual Property Law)
2005	Partner, Lenz & Staehelin
1997	Partner, IP boutique law firm
1991	Member Board of Directors, Swiss Federal Institute of Intellectual Property
1987	Senior Legal Counsel, Swiss Federal Office of Justice
1997	University of St.Gallen (Executive Masters in European and International Business Law)
1990	University of Bern (Dr. iur.)
1987	Swiss Bar Admission

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### SPECIALIST AREAS

Intellectual Property, Litigation and Arbitration, Competition, Commercial and Contracts, Sports Law, Technology, Media & Telecoms

LANGUAGES	German, English, French
MEMBERSHIPS	Member of all relevant national and international professional organizations in the field.
SELECTED PUBLICATIONS	<ul style="list-style-type: none"> <li>- Müller J., Simon J., Handbuch Kollidierende Kennzeichen, in: Stämpfli, 2nd edition, Bern 2024</li> <li>- Simon J., Vallone V., NFTs and copyrights - a brief overview under Swiss law, in: NFT, Cryptocurrency &amp; the Metaverse Special Issue, November 2022, 32-35</li> <li>- Simon J., Global Leaders 2022 Interview, World Trademark Review, 14/10/2022</li> <li>- Simon J., Antreasyan S., Hitz D., Trademarks 2022 - Switzerland, in: Getting The Deal Through, October 2021, 277-283</li> <li>- Simon J., SWISSNESS - Praxishandbuch und erste Bilanz, 1st edition, Zurich 2020</li> <li>- Simon J., Eidgenössisches Recht, in: Streuli (ed.), Schweizerisches Immaterialgüter- und Wettbewerbsrecht, Herkunftsangaben und andere geographische Bezeichnungen, SIWR III/3, 3. Auflage, Basel 2019, 179-268</li> <li>- Simon J., Mezger N., Die neue Urheberrechtsrichtlinie der EU (2019/790) - Leistungsschutzrecht, "Upload-Filter", Fotografie und ihr Verhältnis zur schweizerischen Urheberrechtsrevision, in: Zeitschrift für Europarecht, 2019, 130-141</li> <li>- Antreasyan S., Merkt B., Simon J., The Intellectual Property and Antitrust Review 2019 - Switzerland, in: The Law Reviews, 4th edition, September 2019, 186-194</li> <li>- Simon J., Brexit focus: a new national strategy, in: World IP Review, 28 November 2016</li> <li>- Simon J., "Swissness" - worum geht es?, in: MB-Revue Maschinenbau, Annual main edition 2015</li> <li>- Simon J., Designs: A Global Guide 2015 - Switzerland, in: World Trademark Review, Globe Business Publishing, 2014</li> <li>- Simon J., Kennzeichenrecht: Die Schweiz und die Entwicklung des Markenrechts in der europäischen Union, in: sic!, Zeitschrift für Immaterialgüter-, Informations- und Wettbewerbsrecht, 2014, 1-10</li> <li>- Simon J., Made in Switzerland - the new Swiss approach, in: "Marques" Newsletter, London April 2014</li> <li>- Simon J., Spacek ., Länderbericht Schweiz (Kennzeichen, Designrecht, Urheberrecht, Patentrecht), in: Recht, Bilanzierung, Steuerrecht, Bewertung, C.H. Beck, 2014</li> <li>- Simon J., Anmerkungen zu Kollisionen zwischen regionalen GUB, GGA und lokalen Herkunftsangaben, in: Bundi/Schmidt (eds.), Gedanken zum Schutz von geografischen Zeichen, Liber Amicorum for J. David Meisser on the occasion of his 65th birthday, Bern 2012, 243-256</li> <li>- Simon J., Milchmarkt aus der Sicht des Wettbewerbsrechts - insbesondere Mengensteuerungssysteme im nachgelagerten Käsemarkt, in: Blätter für Agrarrecht 2012, 3-16</li> <li>- Simon J., Schutte ., Recht und Markenbewertung, in: sic!, Zeitschrift für Immaterialgüter-, Informations- und Wettbewerbsrecht, 2010, 926-929</li> <li>- Simon J., Reputationsschutz für Marken, in: Oertle/Wolf/Breitenstein/Diem (eds.), M&amp;A - Recht und Wirtschaft in der Praxis, Liber Amicorum for Rudolf Tschäni, Zurich 2010, 505-535</li> </ul>



- Simon J., Geographical Indications (GIs), Trademarks and International Standards (e.g. Codex Alimentarius), in: Le indicazioni di qualità degli alimenti, Diritto internazionale ed europeo, 2009
- Simon J., Commentary of art. 15 to 21 of the TRIPS-Agreement, in: Cottier/Veron (eds.), Concise International and European IP Law - TRIPS, Paris Convention, European Enforcement and Transfer of Technology, Kluwer 2008
- Simon J., Innovation, Wachstum und Recht, in: Lüders/Müller/Juchli (eds.), Wachstum durch Innovation, Bern 2007, 91 et seqq.
- Simon J., Wirtschaftsrecht kann mehr: Juristische Strategien für die Durchsetzung der Marke, in: Deichsel/Meyer (eds.), Jahrbuch Markentechnik 2006/2007, Frankfurt a./M., 2005, 213 et seqq.
- Simon J., Selektiver Vertrieb und Vertikalgruppenfreistellung, in: Fezer (ed.), Lauterkeitsrecht, Kommentar zum Gesetz gegen den unlauteren Wettbewerb, Munich 2005, 1431 et seqq.

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#### REFERENCES

One of the most effective and skilled lawyers in Switzerland, but is also humble and down-to-earth in his manner.

*WTR, 2022*

He has a profound understanding of Swiss (but also of EU!) trade mark law and is simply a pleasure to work with.

*Legal 500, 2020*

A smart and goal-oriented negotiator and litigator

*Chambers, 2020*

He is pragmatic, has a superb judgement and understands perfectly the economic context of our market.

*Chambers, 2020*

A top name, regarded as very knowledgeable and extremely strong in trademarks

*Who's Who Legal, 2020*

Outstanding and very skilled trademark practitioner

*Who's Who Legal, 2019*