



Diégo Noesen

Dispute Resolution

Diégo Noesen is a senior dispute resolution lawyer focusing on European and domestic litigation with an emphasis on intellectual property.

Diégo's practice involves complex civil litigation in a variety of industries and sectors including media & entertainment, fashion, automotive, technology and telecommunications.

Diego also provides transactional advice and assists clients in protecting, managing and enforcing their intellectual property rights. He has a particular expertise in brand and copyright protection, and domain names.



Litigation

Diégo has represented clients before domestic courts, the European Court of Justice and various administrative bodies such as EUIPO and BOIP.

Arbitration

Diégo has advised clients on ad hoc arbitration and has acted as counsel in institutional arbitrations before the ICC, the ICDR (AAA), WIPO, Cepani, the National Arbitration Forum (now the Forum) and the Czech Arbitration Court.

Other activities

Diégo is a member of the Benelux Association of Trademark and Design Law (BMM). He regularly speaks on various topics related to intellectual property law.

Languages

Diégo is a native French speaker, with an excellent command of English and Dutch and passive knowledge in German.



Practice Areas

Dispute Resolution

Intellectual Property

Media & Entertainment

Art

Internet

Fashion

Automotive

Gambling

Information Technology

Telecom

Insurance

Construction

Recognitions

BCF prize for best result in intellectual property – Laval University – 2010

Deals and Cases

Diégo successfully defended a Belgian film production company in litigation with regard to the use of its commercial name.

Diégo assisted a major car importer in litigation resulting from an emission scandal.

Diégo manages the worldwide application process of a major art insurance company's new trademark.

Diégo advised an Oscar-winning artist regarding the use of his work in a video game and an animation movie.

An extensive list is available upon request.

Also read our practice brochures.



Education

Diégo started his legal studies at the University of Namur and obtained his master in law degree from the University of Louvain in 2010.

He was a Mercator Exchange Student at Laval University in Québec (Canada), where he graduated in 2010.

In 2011, Diégo completed – *cum laude* – an LL.M. in European competition and intellectual property law at the University of Liège.

Career

Attorney, Member of the Brussels Bar since 2011

Recent Publications

Articles

"Did Trump create a new trademark?" (June 6, 2017).

"De verwarringstichtende handelsnaam: nood aan evolutie rekening houdend met het belang van het Internet" Commentary on President Commercial Court Antwerp (*division Tongeren*) May 27, 2016), *RABG* (2016/20) (December 16, 2016).

"The UDRP Road So Far: Successes," Trademarks & Brands Online (November 16, 2016). Authors: Flip Petillion, Jan Janssen, Diégo Noesen and Alexander Heirwegh.

"Meilleure répétabilité des honoraires dans le cadre d'une procédure judiciaire belge en PI?" *IE-Forum.be* (February 5, 2015).

"10 jaar duiding en al heel wat evoluties - samengesteld door Flip Petillion [Intellectuele rechten]" *RABG* (2013).

An extensive list is available upon request.

Petillion



Our Team

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