



## Huib Berendschot

*Partner, Attorney-at-law*

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The Netherlands

### Languages

- Dutch
- English

### Admitted to bar

- The Netherlands

### Membership

- INTA - International Trademark Association
- Marques - The Association of European Trademark Owners

### Education

- Tilburg University - LL.M, Civil Law, Intellectual Property & Technology
- King's College London - Post Graduate Competition Law
- Benelux Foundation for Education of Trademarks & Design Attorneys - Qualified, Trademarks & Designs

### About Huib Berendschot

Having worked for 11 years as an in-house counsel at Unilever, Huib Berendschot joined AKD in 2004. He is an attorney-at-law and partner at AKD. His focus is on trademarks, designs and copyright and he supports clients with the development, exploitation and enforcement of rights.

Huib's enforcement experience is particularly well developed in the area of counterfeit goods and parallel traded goods.

His clients include companies in sports, entertainment, food and beverage, fashion, personal care, luxury goods, electronics, pharmaceutical products and medical appliances.

Huib has a great deal of experience handling the legal aspects of brand development, international enforcement relating to industrial property, and the drafting of agreements in relation to intellectual property such as licences and distribution agreements. He also has experience doing mergers and acquisitions. He is also part of AKD's Sports & Entertainment team.

Huib regularly lectures on the subject of trademark law and speaks at seminars, both nationally and internationally. Huib also works as a lecturer and examiner at the Foundation of Professional Education for Benelux Trademark and Design Agents (*Stichting Beroepsopleiding Benelux Merken- en Modellen-gemachtigden*), the Netherlands Institute of Patent Attorneys (*Orde van Octrooigemachtigden*) and the Foundation of Professional Education for Company Lawyers (*Stichting Beroepsopleiding Bedrijfsjuristen*).

Having served on the Counterfeiting Committee of the International Trade Mark Association (INTA) before, Huib now serves on the Parallel Imports Committee.