



Huib Berendschot

Partner, Attorney-at-law

hberendschot@akd.eu

+31 88 253 5915

+31 6 52 04 82 44

The Netherlands

Languages

- Dutch
- English

Admitted to bar

- The Netherlands

Membership

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

Education

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

About Huib Berendschot

Huib Berendschot is a attorney-at-law and partner at AKD. His focus is on trademarks, designs and copyright and he supports clients with the development, maintenance, operation 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, luxury goods such as watches and leather goods, clothing, electronic appliances and pharmaceutical and medical products.

Huib has a great deal of experience with the legal aspects of brand development, international enforcement relating to industrial property and the drawing up of agreements in relation to intellectual property. He also has experience with mergers and acquisitions.

He is also part of AKD's Sports & Entertainment team and advises sportspeople and artists.

Huib regularly lectures on the subject of trademark law and speaks at seminars both nationally and internationally. In addition he works as a lecturer and examiner.

Huib works as a lecturer and examiner at the Stichting Beroepsopleiding Benelux Merken- en Modellengemachtigden (Foundation of Professional Education for Benelux Trademark and Design Agents), the Netherlands Institute of Patent Attorneys (Orde van Octrooigemachtigden) and the Stichting Beroepsopleiding Bedrijfsjuristen (Foundation of Professional Education for Company Lawyers). He is also chairman of the Western European Anti Counterfeiting Committee of the International Trade Mark Association.