
WIPO LIST OF NEUTRAL INTERMEDIARIES

BIOGRAPHICAL DATA

Nathalie DREYFUS Dreyfus & associés
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Nationality: French

EDUCATION AND PROFESSIONAL QUALIFICATIONS

Trademark Attorney ;

Court-appointed expert in intellectual property

Judicial expert accredited by the French Supreme Court (Court of Cassation) – Specialization in Trademarks ;
Judicial expert accredited by the Paris Court of Appeal – Specialization in Trademarks
and Designs

Accredited expert with arbitration and mediation centers

FORUM Alternative Dispute Resolution ;
Belgian Centre for Arbitration and Mediation (CEPANI) ;
Asian Domain Name Dispute Resolution Center (ADNDRC) ;
Czech Arbitration Court (.eu and gTLDs) ;
Canadian International Internet Dispute Resolution Center (CIIDRC) ;
Italian Center for Arbitration and Mediation in Intellectual Property (MFSD) ;

Approved intellectual property expert

Bpifrance (French Public Investment Bank) ;
French National Institute of Industrial Property (INPI) ;

Centre for International Intellectual Property Studies (CEIPI), Trademarks and Designs, 1996 ;
Postgraduate degree (DEA) in Literary, Artistic and Industrial Property Law, University Paris II – Panthéon-Assas, 1991 ;
Master's Degree in Law, University Robert Schuman of Strasbourg, 1990 ;
Certificate of English Legal Studies, University of Leicester (UK), 1989 ;

LANGUAGES

French, English and German

CURRENT POSITIONS

Founder and managing director of Dreyfus & Associés, Paris

PROFESSIONAL AFFILIATIONS

National Council of Court-Appointed Legal Experts (CNCEJ);
Association of Experts Accredited by the Court of Cassation (CEACC);
International Trademark Association (INTA);
Member of the Association of Practitioners in Trademark and Design Law (APRAM);
Friends of the Centre for International Intellectual Property Studies (CEIPI) (ACEIPI);
Cyberlex – the Association for New Technology Law;
International Association for the Protection of Intellectual Property (AIPPI);
French Association for Information and Telecommunications Law (AFDIT);
Internet Corporation for Assigned Names and Numbers – Intellectual Property Constituency (ICANN IPC);
European Community Trademark Association (ECTA).

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OMPI – N. DREYFUS

Pharmaceutical Trademarks Group (PTMG);
European Association representing the interests of trademark owners (MARQUES);

EXPERIENCE IN THE FIELD OF INTELLECTUAL PROPERTY

Expertise in intellectual and industrial property since 1992, covering trademarks, designs, copyrights, patents, social networks, mobile applications, and domain names. Founded in 2004, Dreyfus leverages its national and international experience to advise clients on the opportunities and risks arising from complex negotiations and transactions involving intellectual property. The firm manages all aspects of industrial property, from portfolio protection to enforcement, adopting a comprehensive and strategic approach.

The practice also includes domain name dispute resolution, anti-phishing measures, and ensuring website compliance with applicable regulations, thereby ensuring effective protection of online rights.

Teaching

Adjunct professor in the Continuing Education Program for Judges at the French National School for the Judiciary (École Nationale de la Magistrature – ENM) since 2014, within the “Intellectual Property” program, under the direction of Justice Sophie Darbois, Court of Cassation, Dean of the Commercial, Financial and Economic Chamber, and Justice Vivianne Legall, Reporting Judge at the First Civil Chamber of the Court of Cassation.

Adjunct professor in the Master’s Program in Intellectual Property Law at the University of Lyon II Lumière in 2006, 2008, 2009, and 2012.

Adjunct professor in domain name law at the University of Créteil, 2007–2010.

Adjunct professor in the Master’s Program in Multimedia and Information Systems Law at the University of Strasbourg, 2010–2020.

Speaker at numerous conferences in France and abroad.

EXPERIENCE RELATED TO THE INTERNET

Strategy for the protection and enforcement of intellectual property rights on the Internet, including dispute resolution, anti-counterfeiting actions, domain name transfers, cancellations, and UDRP proceedings. This also includes extrajudicial measures followed by legal actions, as well as the management of domain name disputes. Involvement in anti-phishing initiatives and ensuring website compliance with applicable regulations, thereby guaranteeing effective protection of online rights.

MAIN PUBLICATIONS

Contribution to Pascale Luciani Boyer's book *L'élue(e) face au numérique: From Public Power to Citizen Power, A Major Challenge for Local Authorities*, 1st edition, January 2015, on the topic of trademark protection for territorial authority names;

Author of *Trademarks and the Internet: Protection, Valorization, Enforcement*, Lamy Editions, 1st edition, 2011;

Author of *Trademark Infringements on the Internet – Typology of Infringements, Prevention, Sanctions*, Domaine.info, Delmas Editions, 2nd edition, 2006.

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Co-author of the book *Trademarks, Designs and Models: Strategy for Protection, Enforcement and Valorization*, Delmas Editions, 2nd edition, 2006;

Editor of the collective work *Trademarks and Internet Domain Names, Advanced Technology Law*, Hermes Editions, Volume 8 – No. 1 / 2001;

Editor of the Dreyfus blog, featuring articles on legal developments in trademark law, patent law, copyright, domain names, and social media.

EXPERIENCE IN JUDICIAL PRACTICE

As a French Patent and Trademark Attorney and expert accredited by the French Court of Cassation, provides strategic guidance and manages both proceedings and litigation in France and internationally across key areas of intellectual property: trademarks, designs, copyright, software, contracts, domain names, e-commerce, unfair competition, and information technology law.

Demonstrates in-depth expertise in emerging issues related to Web 3.0, NFTs, and the protection of digital assets, as well as in distribution and licensing matters, ensuring an innovative approach tailored to evolving technological and regulatory frameworks.

PROFESSIONAL TRAINING IN ARBITRATION

WIPO Arbitration and Mediation Center Workshop, Geneva, June 25–26, 1998.
