



The **ECTA Award 2025** in the **Student Category**

has been awarded to

**Alexandre Piron**

for the paper

*‘The Advent of Artificial Intelligence in Electronic  
Commerce: Analysis of the Implications for European  
Trademark Law and Consumer Protection’*

The paper was published in the ***Journal of Intellectual  
Property Law & Practice*** by Oxford University Press and  
is available for reading [HERE](#).