

## Panel 1: 'Does the ongoing legal reform bring solely good news?'

### **Jordi Güell, Güell IP, ES**

Jordi Güell is the founder of GUELL IP, an IP boutique in Barcelona.

Jordi has over 20 years' experience in IP and focuses his practice on advising national and multinational companies on matters relating to IP and unfair competition. He represents clients in all matters before the Courts (Spanish Courts, General Court and CJEU), the EUIPO and the Spanish Patent and Trademark Office. He has wide experience in counterfeiting and manages the enforcement program in Spain for major clients.

Jordi holds a degree in law from the University of Barcelona, specialised in IP and holds a Master's degree in Competition Law. He is currently a professor of IP law at the post-graduate course of the Lawyer's Barcelona Bar and also teaches at the Magister Lvcentinvs in Alicante.

Jordi is Member of the Lawyer's Barcelona Bar Association, of the Colegio Oficial de Agentes de la Propiedad Industrial (COAPI), as well as of several international IP organisations: ECTA (Treasurer), INTA, AIPPI, PTMG and MARQUES.

## Panel 2: 'Evocation or no evocation? That is the case law'

### **Benjamin Fontaine, Plasseraud IP, ES**

Chair of the EUIPO-Link Committee, Member of the Supervisory Board and Geographical Indications Committee, Plasseraud IP, ES.

Benjamin Fontaine (born in France, 1975) is a registered Intellectual Property attorney since 2003 (CNCPI, France), a solicitor admitted to the Alicante Bar (Spain) since 2004, a EUIPO representative since 2003, and a WIPO UDRP panelist since 2019.

He is currently the Chair of ECTA's EUIPO Link Committee, and a member of the ECTA Geographical Indications Committee.

He holds law degrees from the University of Orléans (France) and from the University of Alicante, as well as a Master in Intellectual Property (Magister Lvcentinvs, Alicante).

Benjamin Fontaine is a partner at Plasseraud IP, where he is in charge of the Alicante branch office. Mr Fontaine has extensive experience in trade mark prosecution and litigation, particularly in Spain, in France and with the EUIPO.

He advises French and foreign clients in various industries – such as cosmetics, transport, clothing, foodstuff, spirits and wine – on IP prosecution, brand protection and enforcement matters. His field of practice also extends to industrial design, unfair competition, copyright law.

### Panel 3: 'Collective marks and GIs, what's wrong?'

**Prof. Jorge Moya, Commercial Law Department, University of Alicante, ES**

Former Vice-Dean in the Faculty of Law of the University of Alicante. Director of the Title of Patents and Technology Transfer in the Master of Intellectual Property and Digital Innovation of the University of Alicante, Magister Lvcentinvs (Spain).

Professor Moya is in charge of the design courses in the Master's Degree in Intellectual Property and Digital Innovation at the University of Alicante. He is a guest professor in different programmes and specialisation studies at several Spanish and foreign universities and regularly participates in national and international conferences. He has given lectures at the IP Master of the University of Lille, and in 2020 he participated as a speaker in the round table organised by ECTA and the Magister Lvcentinvs, entitled 'Design ReEvolution'. He also participates in several scientific research projects in the field of IP.