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## WIPO LIST OF NEUTRALS

### BIOGRAPHICAL DATA

Benjamin FONTAINE  
Alicante  
Spain



Nationality: French

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### EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS

French industrial property attorney (*Conseil en Propriété Industrielle, mentions marques, dessins et modèles*) and a Spanish solicitor (*abogado*). Also an authorized representative before the EUIPO.

Master, Industrial Property Law (*Universidad de Alicante*) and two distinct degrees in law, obtained in France (*maîtrise de droit, Université d'Orléans*) and in Spain (*licenciatura en derecho, Universidad de Alicante*).

Also qualified as IRCA certified ISO 9001:2015 lead auditor, for quality management systems, since 2018.

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### LANGUAGES

French, Spanish, English

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### PRESENT POSITION

Partner, Plasseraud IP. Co-director of the Legal Department, Head of trade marks and designs section, head of the Alicante branch office.

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### MEMBERSHIP IN PROFESSIONAL BODIES

ECTA, second Vice President; former chair of Amicus Curiae Task force, of IPO-Link Committee, of Geographical Indications Committee;  
CNCPI, *Compagnie Nationale des Conseils en Propriété Industrielle*, France;  
ICALI, *Ilustre Colegio de Abogados de Alicante*, Spain.

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### AREAS OF SPECIALIZATION

April 1, 2025

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Has specific expertise in the field of Geographical Indications and related quality signs, and in particular concerning their interaction with trade marks. Chair of the Geographical Indications Committee of the European Communities Trade Mark Association (ECTA) until 2018.

Specialist of proceedings before the EUIPO: representative of ECTA in the Boards of Appeal Focus Group Meetings, former auditor of the quality of the decisions (Stakeholders Quality Assurance Project, known as “SQAP”), former lecturer / panelist in the ETMD program, etc.

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### **EXPERIENCE IN INTELLECTUAL PROPERTY**

Has extensive experience in trade mark prosecution and litigation, particularly in France, in Spain and with the EUIPO. Advises French and foreign clients in various industries – such as cosmetics, clothing, foodstuff and wine – on IP prosecution, brand protection and enforcement matters.

- Teaching fellow at the CEIPI (Centre d’Etudes Internationales pour la Propriété Intellectuelle), France, on a variety of topics: geographical indications, quality signs, collective and certification marks, etc.

- Teaching fellow at the Magister Lvcentinvs, Spain, on a variety of topics, including enforcement, UDRP proceedings, quality signs, EUTM law, etc.

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### **EXPERIENCE WITH RESPECT TO DOMAIN NAMES**

Numerous UDRP proceedings as a party or as a panelist. Administration of domain name portfolio. Member of the Internet & Data group of Plasseraud IP.

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### **MAJOR PUBLICATIONS**

“ECTA filed its first-ever Amicus Brief in the first-ever referral of questions of the Executive Director to the Grand Board of Appeal of the EUIPO”, ECTA Bulletin, March 2025;

“EUIPO case law report: Dutch Genquila evokes Tequila, even for wines!”, OriGIn, Members’ voice, May 31, 2024;

“Le logo RUP, un SIQO atypique en provenance d’Outre-Mer !”, with Stefan Martin, Propriété Industrielle no. 10, October 2023;

“Les nouvelles indications géographiques des produits industriels et artisanaux: une pierre supplémentaire mais fragile dans l’édifice unioniste des SIQO”, Blip !, November 3, 2023;

“Les Spécialités Traditionnelles Garanties: quel avenir pour ces signes européens de la qualité?”, Revue de Droit Rural no. 505, August 2022;

“From Hollywood to Iceland: a brief history of oral hearings at the EUIPO, and a call for more”, ECTA Bulletin, March 2023;

“Les mentions traditionnelles pour le vin: itinéraire juridique à travers les “châteaux”, “clos”, “cru bourgeois”, “AOC” et autres mentions valorisantes réglementées”, Jus Vini, December 2020;

“Who killed the geographical marks?”, ECTA Annual conference, Prague, June 30, 2023;

“Protecting quality labels as trade marks”, Intellectual Property (IP) and Small and Medium-Sized Enterprises (SMEs), organized by WIPO and LTO – May 21, 2021;

“Capacity building workshop on geographical indications for public sector/policy makers in Nigeria”, AFRIP (EUIPO), April 22, 2021;

“Lost in (geographical) indications”, Strengthening geographical indications online conference, European Commission, November 25, 2020;

“Ways to Prevent Operators Profiting from Bad Faith Use and Registration of Geographical Indication Intellectual Property Rights in the Domain Name System (DNS)”, with Irene Calboli, WIPO, Standing Committee on Trade Marks, Information Session on Geographical Indications, November 24, 2020;

“A clash of names – a story of GI enforcement with the EUIPO, in C 14 481”, in III Jornadas Internacionales sobre D.O. e I.G., March 7, 2019;

“Round table: the future perspectives of users”, Conference on trade marks and geographical indications: future perspectives”, Co-organised by the European Commission, DG Agriculture and Rural Development (AGRI) and the European Union Intellectual Property Office (EUIPO). Alicante October 4, 2018;  
“Harvard European Conference 2017 - Panel: Promoting Europe’s Food Excellence”, Cambridge (MA), March 4, 2017.

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### **EXPERIENCE IN COURT LITIGATION**

In capacity as solicitor in Spain, acts before the Commercial Courts in Spain and also with the General Court of the European Union, in trade mark infringement matters. Also coordinates court cases in France and in other European countries.

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