



BARDEHLE PAGENBERG Team

Alexander von Mühlendahl

Prof. Dr. jur., J.D., LL.M. (Northwestern)



Attorney-at-Law (Rechtsanwalt)

Location Munich

Languages: German, English, French, Spanish

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The practice of Professor Alexander von Mühlendahl, Dr. iur., J.D., LL.M. (Northwestern) includes providing advice and conducting litigation in the areas of German, European and international trademark, design and unfair competition law.

In November 2005, Alexander von Mühlendahl joined BARDEHLE PAGENBERG, bringing with him more than four decades of professional experience gained in leading positions in the areas of German and European trademark legislation, as well as in practice and academia. He was Vice-President of the Office for Harmonization in the Internal Market (Trade Marks and Designs) in Alicante, Spain (now the European Union Intellectual Property Office – EUIPO) from 1994 until 2005, and the head of the division for trademark and unfair competition law at the German Ministry of Justice from 1985 until 1994.

Legislation for which he was responsible included amendments to the German Unfair Competition Act, the IP legislation following the unification of Germany in 1990 (the 'Erstreckungsgesetz' of 1992) and the German Trademark Act of 1994. Throughout this period, he represented the German government in negotiations in Brussels on European trademark law, as well as in WIPO matters. Between 1966 and 1979, he undertook academic research at the Max Planck Institute for Foreign and International Patent, Copyright and Competition Law (now Max Planck Institute for Innovation and Competition) in Munich.

Alexander von Mühlendahl advises and represents small, medium-sized and large producers of trademarked goods from various European countries in proceedings before the General Court and the Court of Justice of the European Union. He also handles cases relating to plant variety protection before the aforementioned courts.



Legal Areas

Rei vindicatio

Licensing & Technology Transfer

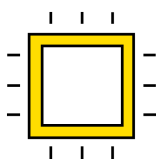
Trademarks

Copyright

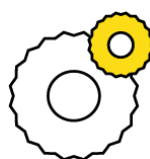
Domain Names

Unfair Competition Law

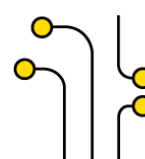
Industries



Semiconductor Technology



Mechanical Engineering



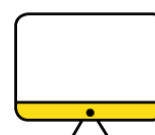
Electrical Engineering



Medical Devices



Chemistry, Pharma & Life Sciences



Software, IT & Computer Technology



Telecommunications

Recommended in



Von Mühlendahl adopts a global outlook and has an incredible knowledge of the latest case law.

WTR 1000, 2023

He has built up a wealth of legal knowledge that few others have – when it comes to trademarks, there is very little he has not seen.

WTR 1000, 2022

perhaps the most extensive trademark knowledge in Europe

WTR 1000, 2021

The cerebral and decisive Alexander von Mühlendahl has ›probably the most extensive bank of trademark knowledge in Europe‹.

WTR 1000, 2020

He's quick, he's good and he'll do what he says he'll do. He's a pragmatic lawyer who does not sit on the fence.

WTR 1000, 2020

Alexander von Mühlendahl is commended as ›simply the best‹ by sources who applaud his ›outstanding knowledge‹ of trademark litigation.

Who's Who Legal Trademarks, 2020

Alexander von Mühlendahl ›really stands out‹ among peers who consider him ›really knowledgeable and very smart‹ when it comes to both contentious and non-contentious trademark issues.

Who's Who Legal Trademarks, 2020

[...] the one and only Alexander von Mühlendahl. Vice chair of the trademark committee of the International Association for the Protection of Intellectual Property, von Mühlendahl is a ›grand seigneur” of the domain – ›really the best trademark lawyer in Europe‹.

WTR 1000, 2019

Mühlendahl was responsible for drafting the 1995 Act on the Protection of Trademarks and Other Signs and therefore has a unique understanding of its provisions.

WTR 1000, 2018



Memberships

He is an Honorary Member of ECTA (European Communities Trademark Association), the Hungarian Trademark Association, and APRAM (Association des Praticiens du Droit des Marques et des Modèles), as well as a member of GRUR (German Association of Intellectual Property and Copyright Law), INTA, and AIPPI, where he is co-chair of the Trademark Committee.



Publications

He is the co-author of “Die Gemeinschaftsmarke” (The Community Trademark), and of “Trade Mark Law in Europe”, Third Edition, and has published many articles in German, English, French and Spanish on the various topics in which he practices.



Lectures & Seminars

Professor Alexander von Mühlendahl teaches at the University of Strasbourg (CEIPI), the University of Alicante (Magister Lucentinus), the FernUniversität (Hagen), and the Centre for Commercial Law Studies at the Queen Mary University of London, where he is a Visiting Professor.



Qualifications

Alexander von Mühlendahl is one of the original inductees of the IP Hall of Fame.

• Academic positions:

Honorary Member of the Conseil d'administration (Administrative Council), CEIPI (Centre d'Etudes Internationales de la Propriété Intellectuelle), Strasbourg, Germany

Member of the Advisory Council, Centre for Commercial Law Studies (CCLS), Queen Mary University of London, UK

• Other positions:

Specialist advisor, MarkenR – Zeitschrift für deutsches, europäisches und internationales Kennzeichenrecht

• International positions:

1993-1995 President of the Assembly of the Madrid Union

1994 Chairman of the Budget Committee of WIPO



Curriculum Vitae

2005 - today	Attorney-at-law at BARDEHLE PAGENBERG, Munich, Germany
1994 - 2005	Vice President of the Office for Harmonization of the Internal Market (Trade Marks and Designs (OHIM) (now European Union Intellectual Property Office – EUIPO)
1979 - 1994	Ministerial Counsellor; since 1985, Head of the Division for Trademark Law and Unfair Competition Law at the German Ministry of Justice, Bonn, Germany (now Ministry of Justice and for Consumer Protection, Berlin, Germany)
1979	Degree of Doctor of Laws (Dr. jur.) with summa cum laude, the Ludwig-Maximilian University, Munich, Germany
1974 - 1979	Admitted to the Munich Bar (Attorney-at-Law)
1972	Second State Law Examination, Munich, Germany
1970	Degrees of Juris Doctor (J.D.) and Master of Laws (LL.M.) , Northwestern University School of Law
1967 - 1970	Studies at the Northwestern University, Evanston/Chicago, Illinois
1966 - 1979	Staff member and, from 1970, Head of the U.S. Department of the Max Planck Institute for Foreign and International Patent, Copyright and Competition Law, Munich, Germany (now Max Planck Institute for Innovation and Competition)
1964	First State Law Examination, the Ludwig-Maximilian University, Munich, Germany
1960 - 1964	Legal Studies at the University of Frankfurt a. M., the University of Marburg and the Ludwig-Maximilian University, Munich, Germany