



Barbara Abegg

Associate

Attorney at Law  
Dr. iur.

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## Expertise

Barbara Abegg focus on intellectual property and unfair competition law, in particular trademark law, copyright law, patent law, as well as worldwide filing of trademarks and designs. She also deals routinely with matters of sports law, advertising law, media law, data protection law and pharmaceutical law. Barbara Abegg advises and represents parties as counsel in litigation and arbitration.

## Selected Publications

- Barbara Abegg, Zur lauterkeitsrechtlichen Natur der berühmten Marke, sic! 9/2014, 519 et seq.
- Barbara Abegg, Der Gebrauch der fremden Marke im Geschäftsverkehr – Eine marken- und lauterkeitsrechtliche Untersuchung nach schweizerischem und europäischem Recht, Diss. Berne 2013
- Michael Noth/Barbara Abegg, Neuerungen im CAS-Code 2013, Causa Sport 2013, p. 112 et seq.

## Practice Areas

- Intellectual Property (trademarks, names, patents, designs, copyrights)
- Contracts (licensing, transfers, distribution, R&D, cooperation, etc.)
- Unfair Competition (trade secrets, know-how, trade dress, advertising, etc.)
- Life Science
- Sports and Media (sponsoring, broadcasting, image rights, ambush marketing, football, etc.)
- Litigation and Arbitration

## Education

2013	Dr. iur.	University of Berne
2008	Bar exam	Lucerne, admitted to all Swiss courts
2007	Lic. iur.	University of Lucerne

## Other Positions

Since 2014	Editor of the legal journal sic!
2013-15	Troller Hitz Troller, Berne
2010-12	University of Berne (Teaching Assistant)
2008-09	Kaufmann Rüedi, Lucerne