



Michael Noth

Partner

Attorney at Law
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Expertise

Michael Noth focuses on **intellectual property** and **unfair competition law**. He has vast experience in IP related litigation and arbitration in various industries, IP related contractual work and the worldwide filing and prosecution of trademarks. Michael Noth is recognized as a leading practitioner in the field of intellectual property and listed in various professional publications such as WTR1000, Who's Who Legal or Chambers Europe having described him "considered to be one of the key IP lawyers in Switzerland". In addition, he is specialized in **sports law** and acts on behalf of federations, clubs, athletes and marketers. His broad experience includes broadcasting and media rights, ambush marketing, image rights, sponsorship agreements, contract issues of players and sports-related litigation and arbitration (incl. CAS).

Selected Publications

- Co-Editor of Commentary on Swiss Trade Mark Protection Act and (co-) author of commentary on Art. 1, 2, 2 lit. b-d and 73-79 MSchG, in: Noth/Bühler/Thouvenin (ed.), Stämpfli, Bern 2009
- Sports Arbitration under the CAS Rules – co-author of introduction to the CAS Code and author of commentary on Art. R27-36 and Art. R38-46 CAS Code, in: Arroyo (ed.), Arbitration in Switzerland - The Practitioner's Guide, Kluwer, 2013

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

2007	Dr. iur.	University of Zurich
2004	LL.M.	National University of Singapore
2001	Bar exam	Zurich, admitted to all Swiss courts
1998	Lic. iur.	University of Zurich

Other Positions

2011-15	Troller Hitz Troller, Berne
2005-10	Bär & Karrer AG, Zurich
2004-05	Jones Day, Singapore
Since 2001	practising as an attorney at law
Since 2015	Member of the board of a SME