



Matthijs GEUZE

Biographical Note

Mr. Matthijs Geuze, a national of the Netherlands, is currently employed by the World Intellectual Property Organization (WIPO) as Senior Counsellor in the Office of Assistant Director General Ernesto Rubio, who is responsible for WIPO's Sector of Trademarks, Industrial Designs and Geographical Indications. Mr. Geuze's current responsibilities in Mr. Rubio's cabinet concern institutional policy questions and related legal and organizational matters, especially questions regarding the international registration of trademarks, industrial designs and appellations of origin (under the Madrid, Hague and Lisbon systems), as well as questions concerning geographical indications. Mr. Geuze is also in charge of the administration of the International Register under the Lisbon Agreement.

Mr. Geuze holds a Law degree from the University of Leyden, the Netherlands. Following graduation, he worked for the Dutch Patent Office from 1981 to 1989, on behalf of which he has been involved in legislative work on industrial property and in international negotiations on intellectual property matters, in particular trademarks, within the framework of the European Communities and WIPO.

In 1989, Mr. Geuze joined the GATT Secretariat in Geneva, where he assisted in servicing the Uruguay Round Negotiating Group on Trade-Related Aspects of Intellectual Property Rights (TRIPS). From 1995 until 2001, he was Counsellor in the Intellectual Property Division of the World Trade Organization (WTO) and Secretary of the Council for TRIPS of that Organization.

In 2002, Mr. Geuze joined the International Bureau of WIPO, where he was responsible for all legal matters relating to the operation of the international registration systems under treaties administered by WIPO in the area of trademarks, industrial designs and geographical indications, until he became adviser in the Office of Assistant Director General Ernesto Rubio in December 2003.