

## WIPO LIST OF NEUTRALS

### BIOGRAPHICAL DATA

Marie-Emmanuelle HAAS  
Paris  
France



Nationality: French

---

### EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS

Admitted at the Paris Bar.

Fellowship at the Max Plank Institute for Intellectual Property, Competition and Tax Law, in Munich (1990) – “Copyright infringement action on a computer program under French law: subject matter and burden of proof”;

Master (DEA), Private business law, University of Paris I- Panthéon-Sorbonne (1984);

Bachelor’s degree, Applied Foreign Languages, University of Paris IV- Sorbonne (1979);

Diploma in Business German (Franco-German Chamber of Commerce) (1978).

#### **Accolades/Awards:**

Prize winner, Bar Conference competition, German Oratory (1991).

---

### LANGUAGES

French English and German

---

### PRESENT POSITION

Attorney at Law at ME HAAS, founder.

Panelist before the WIPO Arbitration and Mediation Center for the resolution of domain name disputes.

Panelist before the Czech Arbitration court for ADR (Alternative Dispute Resolution concerning .EU) and for UDRP (Uniform Domain Name Dispute Resolution Policy).

---

January 28, 2020

Panelist before the ADNDRC (Asian Domain Name Dispute Resolution Centre) and the NAF (National Arbitration Forum).

Arbitrator for Intellectual Property disputes at the Hong Kong International Arbitration Center (HKIAC).

Elected Independent Member of EURid Strategic Committee (registry of the .eu country code top-level domains), since June 2017.

Lecturer on Internet Litigation at University of Paris I - Panthéon Sorbonne, since 2004/2005 where she teaches "Internet litigation" in Digital Law at Master's level.

Lecturer at the University of Lorraine on "Brands and domain names" and "Social networks", since 2015/2016.

---

### **PROFESSIONAL EXPERIENCE BEFORE PRESENT POSITION**

Since January 2014: Attorney at Law at ME HAAS.

Associate at Casalonga Avocats from May 2007 to 2013.

Head of the Trademarks and Domain Names Department at the law firm Alain Bensoussan Avocats from 1994 to April 2007.

Attorney at Deprez Dian and Guignot (1993).

Attorney at French-German law firm Wenner in Paris (1991-1992).

Professional Experience of one year spent in Munich (1990/1991):

- law firm Storp & Bachmann;
- MAX-PLANCK Institut, Munich, Research Scholarship on the Software Counterfeit; Evidence in French Law;
- translation (German-French) of the Community law journal "Business Law Europe" edited by European Law Press, then affiliated with Bertelsmann.

Revue Fiduciaire, Legal Journalist: articles and works on corporate law, competition law, and intellectual property law (1985/1989).

---

### **AREAS OF SPECIALIZATION**

Intellectual property, trademark, design and models, copyright, geographical indications and unfair competition. Practice in Internet legal issues since 1996. Information technology, fight against counterfeiting, Digital Law.

---

### **MEMBERSHIP IN PROFESSIONAL BODIES**

APRAM - Association of Practitioners of Design and Trademark Law (Association of Practitioners of Design and Trademark Law) - Chair of the "Arbitration and alternative dispute resolutions" Committee focusing on mediation, since 2013.

ECTA (European Communities Trade Mark Association) - Chair of the Internet Committee from February 2013 until June 2016.

Member of Cyberlex, « Law and New Technologies Association ».

Member of the INTA (International Trademark Association).

---

---

### EXPERIENCE IN INTELLECTUAL PROPERTY

Has acted as attorney and legal advisor exclusively in intellectual property matters since 1994. Practice in trademarks and domain names, linking advice and strategy for the creation and protection of IP rights with their defence, in France and abroad. Training courses on contracts and IP law, since 2016.

---

### EXPERIENCE WITH RESPECT TO DOMAIN NAMES

Has acted as attorney in court litigation, in ADR cases for .EU, .FR and for other ccTLDs (country code Top Level Domains) and in UDRP and URS cases.

Has acted as a Panelist in ADR disputes.

Panelist before WIPO, before the Czech Arbitration court for .EU and for UDRP, before the ADNDRC (Asian Domain Name Dispute Resolution Centre) and the NAF (National Arbitration Forum).

Lecturer on Internet Litigation at University of Paris I - Panthéon Sorbonne.

Numerous publications on domain names and trademarks since 1996.

---

### MAJOR PUBLICATIONS

#### Publications, Presentations, and working groups

Publication of numerous articles on domain names and trademarks, since 1996, with some publications in Germany. Speaker at conferences on IP, domain names and trademarks in France and abroad.

Author of a monthly column on ADR decisions, published in the Law review *Propriété Industrielle* since September 2007.

Author of an annual review and comment on domain names and trademarks and internet French jurisprudence and Law, published in the Law review *Propriété Industrielle* since May 2009.

Author of “Brands in the Digital economy”, contribution to the INPI publication « The intellectual property and the digital transformation of the economy » prefaced by Axelle Lemaire France’s Secretary of State for Digital (2016).

Interview published on the French Trademark Office’s website: «Brands in the digital economy: protection and usage » (December 2016).

« ECTA Law Book X Domain Names » about .EU domain names, overview of the ADR decisions rendered between June 2007 and June 2013.

“ New gTLDs; a threat or an opportunity?” published on [www.country\\_index.com](http://www.country_index.com) on January 27, 2011.

Co-author of the book “The .EU: The European Domain Name,” edited by DomainesInfo, 2005.

Publication in Chinese on “Whois data base and personal data” in *Managing Intellectual property* (<http://www.managingip.com>) December, 2008, page 45.

Publications appearing on [Domainesinfo.fr](http://Domainesinfo.fr), *Journal du Net*, in *Propriété Industrielle*, *Legipresse*, and in the *Advanced Technology Legal Gazette*. Examples: “Two stakes for Whois databases: personal data and the access to the database” (*Domainesinfo*, July 2, 2008) “Second Market of Domain Names: when occasion rhymes with monetisation” (*Domainesinfo*, January 18, 2007), “.EU Domain Names: What future for this extension?” (*Journal du Net*, May 30, 2007), “.EU, example of Web regionalisation” (*Journal du Net*, April 22, 2006).

---

Grur Int: “French jurisprudence on disputes between domain names and distinctive signs” - GRUR - Int 98, page 934; “copyright infringement action on a computer program under French law: subject matter and burden of proof”- GRUR Int. 1996, Heft 1, page 20.

Member of the French legal chapter on the creation of ISO/PC231 "Brand valuation".

Member of AIPPI French committee “Limitation of the Trademark Protection” Q 195 (2007).

Reporter of AIPPI French committee “Coexistence of Trademarks and Domain Names”, Q 173, representation of French group for the presentation of the report at the EXCO Meeting conference in Lucerne from October 25 to 28, 2003.

Interview by Fujitsu in 2007 during the audit in France for the report on the launching of “.EU” (EC Regulation No. 733/2002 of April 22, 2002, Article 8).

---

### **EXPERIENCE IN COURT LITIGATION**

Litigation practice before the French courts and before the First instance court in Luxemburg.

Experience in cases concerning trademarks, domain names, databases, copyright, design and models, unfair competition, e-commerce.

---

### **PROFESSIONAL TRAINING IN MEDIATION**

Has assisted parties in four mediation proceedings.

---

### **PROFESSIONAL TRAINING IN ARBITRATION**

WIPO Advanced Workshop on Domain Name Dispute Resolution, Geneva, October 23 and 24, 2008.

---

### **EXPERIENCE IN ARBITRATION**

Acted as attorney and legal adviser in domain names and trademarks cases: ADR for .EU, .FR and for other ccTLDs (country code Top Level Domains), in UDRP and URS cases. Experience as an ADR Panelist.

---