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Renate Pouw is partner at AOMB Intellectual Property BV since 2015, and is an experienced European Trademark and design attorney, working for both medium sized and international companies. Having in-house experience at several Dutch multinational companies. Within AOMB, she has been head of the Trademark and Plant breeders right Department and currently she is responsible for the Legal Competence Center. She grew up in Belgium, obtained a Master in Law at the University of Maastricht (Netherlands) and studied Intellectual property at the Université de Lausanne (Switzerland). Renate is a council member and member of the Design committee within ECTA. She is also an active member of various IP associations and especially the Benelux Trademark Association BMM.