



GIE VAN DEN BROEK, Member of the ECTA Anti-Counterfeiting Committee, LXA The Law Firm, NL

Gie van den Broek studied Dutch law at Maastricht University with a major in European Legal Studies. (1995) During his Masters he studied one year at Université d' Aix-Marseille in Aix-en-Provence. With a VSB-scholarship he onwards obtained a postgraduate Multidisciplinary Master in European Studies at the University of Liège. (1996) A Robert Schuman scholarship enabled Gie in 1996 to work on a legal study on illegal and harmful content on internet at DG IV of the European Parliament. Gie started his professional career at Arthur Andersen International Trade & Customs in Rotterdam. Onwards he worked as a corporate lawyer at ICT company IMN Groep N.V. At that time Gie completed the post-graduate course for professional corporate lawyer (SBB Beroepsopleiding Bedrijfsjuristen). Thereafter Gie worked several years as corporate legal counsel to entrepreneurs at Vakcentrum Bedrijfsadvies on franchise law, labour and company law issues. Onwards, Gie worked for 5 years as in house counsel in a Dutch fashion company McGregor Fashion Group, where he set-up a self-funding anti-counterfeiting program for the most important fashion labels of the company at the time McGregor and Gaastra.

Gie has legal experience in the areas of corporate law, (commercial) contracts, in particular franchising, licensing and sponsorship agreements and general contract law and over 11 years in the field of brand protection and anti-counterfeit work.

Gie is a specialist in trademark protection and anti-counterfeiting. He is a strong negotiator, and has gained experience in IP litigation against infringers. Together with Thomas Berendsen (partner at LXA) he further developed a successful anti-counterfeit program attractive to many brand owners. Gie was admitted to the Dutch bar of attorneys-at-law in September 2011. He works for various international leading luxury, consumer electronics and fashion brands in the field of anti-counterfeit. In September 2014 Gie joined LXA The Law Firm.

Gie is an active member of the ECTA Anti-Counterfeit Committee.

Since April 2017 Gie is a panelist with the Czech Arbitration Court (CAC) for the resolution of domain name disputes in accordance with the UDRP (Uniform Domain-Name Dispute-Resolution Policy).

Gie is fluent in English and French.