

CCPIT/CCOIC MEDIATION CENTER APPOINTS ELZABURU OF COUNSEL AS THE ONLY EUROPEAN MEMBER OF ITS IP COMMITTEE

Posted on 05/11/2021



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CCPIT/CCOIC Mediation Center has appointed Elzaburu of counsel Manuel Manuel Desantes Real as the first and only European member of its new Intellectual Property Committee



The IP Committee consists of ten expert members, seven of which come from China, two from the US and one from Europe. The members will give advice regarding the operation of the Intellectual Property Mediation Center, including drafting the IP Dispute Mediation Rules, training IP dispute mediators, giving lectures in meetings relating to IP dispute mediation, handling IP dispute mediation cases as a mediator, among other tasks.

Manuel Desantes Real (pictured) holds a professor chair at the Faculty of Law of the Universidad de Alicante (Spain) since 1992. He has been vice-president of the European Patent Office (Munich) from 2001 to 2008, vice-chancellor and acting rector of the Universidad de Alicante from 1996 to 1998 and member of the Legal Service of the European Commission between 1998 and 2001. In 1994 he founded the Magister Lvcentinvs (Master's degree in Intellectual and Industrial Property) at the Universidad de Alicante, being its director from 1994 to 1998.

As a professional, he is currently member of Board of Elzaburu, National Advisory Expert for Overseas Intellectual Property Dispute Settlement (China), member of the China Council for the Promotion of International Trade (CCPIT) Legal Consultant Committee of Economic and Trade Friction, vice-president of the Jurado Español del Diseño, member of the Scientific Advisory Board of Munich Intellectual Property Law Center (MIPLC, Germany), honorary member of the Administrative Council of the Centre d'Etudes Internationales de la Propriété Intellectuelle (CEIPI, France), member of the Editorial Board of the Queen Mary Journal of Intellectual Property (United Kingdom), member of the Advisory Committee on Intellectual Property (ACIP) of Franklin Pierce Law Center (United States), member of the Editorial Council of the Actas de Derecho Industrial y Derecho de Autor, member of the Committee for evaluating the Scientific Quality of the Anuario Español de Derecho Internacional Privado, member of the Academic Board of the Revista Patrimonio Cultural: Regulación y Propiedad Intelectual-Industrial, Co-editor of «The European Intellectual Property Institutes Network (EIPIN) Book Series», member of the EU-China Experts and Alumni Academic Network, and Peer Review of GRUR Int (Germany), Queen Mary Journal of Intellectual Property (United Kingdom) and Revista Española de Derecho Internacional (Spain), amongst others. He is also co-director of the IP Global Digital Encounters and co-director of the "La propiedad industrial y la protección contra la competencia desleal en el siglo XXI" icourse in the Master's degree in Business Law of the Universidad de Navarra.

He has authored seven books and a hundred research papers on Private International Law, Intellectual Property and Emerging Technologies Law. He has taught a full course at the Hague Academy of International Law (2019), and was awarded with the First Class Distinguished Cross of the Order of San Raimundo de Peñafort.

The CCPIT/CCOIC Intellectual Property Mediation Center has just been created, and it is dedicated to mediating IP related disputes between Chinese and foreign parties. The Mediation Rules for

Intellectual Property Disputes are China's first commercial mediation rules for the settlement of foreign-related Intellectual Property disputes.