



MICHAEL HILDBRAND

Michael Hildbrand has been practicing trademark law since 1990. He acquired his knowledge both in IP law firms as IP Counsel and Paralegal as well as Trademark Analyst in a multinational company.

His practice ranges from trademark clearance searches to trademark registrations and the enforcement or defence of trademark owners' rights against third parties in Switzerland, if need be, in opposition proceedings before the Swiss Federal Institute of Intellectual Property (IPI). Michael also manages global trademark portfolios in cooperation with IP specialists in virtually all countries of the world.

Michael Hildbrand is a keen cook, enjoys fitness and endurance sports.

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CAREER

2024 (as of November)

IP Counsel at PRINS Intellectual Property SA, Geneva

2011 – 2024

Paralegal at a law Firm in Geneva

2008 – 2011

IP Manager at BUGNION SA, Geneva

2005 – 2008

Senior Trademark Analyst at PHILIP MORRIS
INTERNATIONAL MANAGEMENT SA, Lausanne

1990 – 2005

IP Counsel at KIRKER & CO, Conseils en Marques SA

EDUCATION

2012

CAS, Paralegal
Zürcher Hochschule für angewandte Wissenschaften

SPRACHEN

- German (native language)
- French
- English