



Michèle Burnier

Partner
Attorney at law

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Michèle Burnier is a partner of Pestalozzi's IP&TMT group in Geneva. Her fields of expertise include intellectual property, including geographical indications, TRIPS Agreement, unfair competition, data protection, advertising and e-commerce law, IT and telecommunication as well as administrative and contract law. She regularly represents clients before Swiss civil, or criminal courts in relation to her IP&TMT practice.

She has years of experience in negotiating and drafting of complex IP agreements. Furthermore, she frequently acts as arbitral secretary under the ICC Rules or Swiss Rules. Michèle Burnier is a member of various national and international organizations, such as AIPPI, INTA, ASA, LIDC, AROPI and LES (member of the board of the Swiss national group) and she is Chairman of the first Chamber of the Swiss Commission for Fair Advertising (CSL). In addition, Michèle Burnier frequently lectures in seminars in the fields of intellectual property law and unfair competition, also in cooperation with the Swiss Intellectual Property Institute.

Michèle Burnier graduated from the University of Lausanne and was admitted to the bar in 1995. Michèle Burnier began her professional career at the Fédération Romande des Consommateurs, the consumers organization based in Romandie. She subsequently worked for the Swiss Federal Institute of Intellectual Property, where she was attached to the Trademark Department, before taking on specific tasks in connection with WIPO/WTO-TRIPS (negotiation of the revision of the TLT agreement) and representing Switzerland for several years in the WIPO Standing Committee on the Law of Trademarks, Industrial Designs and Geographical Indications.

Before joining Pestalozzi in 2015, Michèle Burnier worked several years for another major Geneva business law firm, predominantly in the fields of intellectual property, unfair competition and data protection law. She is regularly quoted by Chambers & Partners Europe.

Career

2017 Partner at Pestalozzi

2015 Senior Associate at Pestalozzi

2004 Senior Associate at a Swiss law firm in Geneva
Swiss Delegate to the European Commission, DG Mark

1998 Swiss Federal Institute of Intellectual Property: legal counsel

1995 Swiss Consumer Organization: legal counsel
Bar Admission: Switzerland

1993 Junior associate at a Swiss law firm

1990 Organisation of the Swiss Abroad (OSA): legal counsel
University of Lausanne: Lic.iur

Languages

French
German
English
Italian

Practice Areas

Competition & Trade
Compliance
IP & TMT

Membership

AIPPI

INTA

ASA

LIDC

AROPI

LES-CH

Geneva Bar Association