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. Her expertise is recognized by the leading legal directories, including Chambers, The Legal 500, Leaders League, IP Stars, IAM and World Trademark Review (WTR).

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.

Market Perception

Michèle Burnier is highly experienced and has a pragmatic, solution-oriented business approach to cases. She is extremely knowledgeable, reliable and responsive in complex and sensitive issues. (The Legal 500, 2026)

Michèle provides useful and pragmatic recommendations and tries to keep the costs under control. (Chambers & Partners, 2024)

Michèle Burnier is an expert in her field and dedicated to her clients. (The Legal 500 Client Feedback, 2022)

Michèle Burnier put her heart into defending and protecting our brand. (The Legal 500 Client Feedback, 2022)

Michèle Burnier is very experienced and well connected. (The Legal 500 Client Feedback, 2022)

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

- Swiss Bar Association (SAV)
- Geneva Bar Association (ODA)
- Association romande de la propriété intellectuelle (AROPI)
- International Association for the Protection of Intellectual Property (AIPPI)
- International Trademark Association (INTA)
- Licensing Executives Society Schweiz (LES-CH)
- International Ligue of Competition Law (LIDC)