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Since 2003, Alexander Bayer has been advising and representing national and international clients – from start-ups to international corporations across all sectors – when it comes to trademark and other labelling rights, design, copyright, as well as unfair competition law. The spectrum of his legal services ranges from strategic advice in the preliminary stages of obtaining intellectual property rights to the registration of trademarks and designs, their licensing and exploitation, as well as the monitoring and enforcement of these rights. His expertise also includes advice on the legally secure handling and use of personal data in new utilization concepts. As a litigator, Alexander Bayer represents clients before all competent civil courts, the German Patent and Trademark Office, the EUIPO, the German Federal Patent Court as well as the European Court of First Instance and the ECJ.

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