

## Intellectual Property

### Our practice

Protecting your creative assets and innovations is increasingly complex. At ALTIUS, we understand the challenges in IP protection and can provide unique and strategic solutions.

Our IP team is one of the largest IP teams in Belgium. Its expertise covers all the traditional branches of IP law over a wide range of industry sectors. We also handle emerging technology-related disciplines.

ALTIUS has been involved in ground-breaking litigation before the European courts (both the Court of Justice and the General Court) and the Benelux Court of Justice, as well as in numerous high-profile IP cases before the Belgian courts.

ALTIUS' IP department is ranked in the top tier and has been highly recommended over the last decade by leading international legal directories:

Band 1 Firm – Chambers Europe, 2022  
Tier 1 Firm – Legal 500, 2022  
Tier 1 – Copyright & Related Rights + Patent Contentious - IP Stars 2021  
Gold Firm – IAM Patent 1000 2022  
Silver Firm – WTR 1000 2022  
Leading – Leaders League 2022 (Trademark litigation, patent litigation)  
Excellent – Leaders League 2022 (Copyright)

Our team has also won numerous awards both at the Belgian and international levels.

### How we can help

- Advertising law
- Copyright, software & database rights
- Geographical indications and designations of origin
- Industrial designs
- Licensing and transfer of technology
- Media law
- Patents & SPCs
- Plant variety rights
- Trade secrets and know-how
- Trademarks, trade names and domain names
- (Regulatory) data protection
- Unfair competition law

## Market recognition

One client highlights that the *"answers to questions have always been provided in a timely manner, and the level of detail in the responses has been excellent."* – Chambers Europe, 2022

Another client praises the team's *"out-of-the-box thinking and ability to find new ways."* – Chambers Europe, 2022

*"The ALTIUS team offer bespoke, high quality advice in all aspects of IP."* – Legal 500, 2022

*"High quality patent firm with a strong team capable of dealing with big patent cases."* – Legal 500, 2022

*"Philippe De Jong can be considered as the only true expert in plant variety rights in Belgium. His knowledge of his topic is unparalleled. He is efficient, realistic and a good communicator."* – Legal 500, 2021

*"Olivier Vrins is fast, smart and thorough. He is very accessible too. Everything I want from a modern lawyer."* – Legal 500, 2022.

*"Christophe Ronse, Philippe De Jong are both very hard-working and smart lawyers. Quick in understanding the client's needs. They can bring arguments convincingly in court."* – Legal 500, 2021

Olivier Vrins is an *"impressive lawyer who is proactive and incredibly effective"*, *"his responsiveness and accuracy in assessing each case is very much appreciated."* – Chambers Europe, 2022

*"ALTIUS is a name in the IP field in Belgium but beyond the law firm, are the individuals. Olivier Vrins's team is very strong in soft IP; in particular, trade mark and design/copyright issues. Always thinking outside of the box in terms of strategy and giving down to earth advice."* – Legal 500, 2021

*"A great range of lawyers who all have significant expertise assisting patentees. They are almost unique in Belgium for their proactive approach to IP protection and defence"* – Legal 500, 2021

One client praises the firm's *"high level of understanding in IP"* and appreciates that *"well-founded advice is provided."* – Another client stresses the firm's *"excellent service"* and particularly highlights that the lawyers are *"very good listeners."* – Chambers Europe 2021

Christophe Ronse stands out for his work on patent infringement and parallel import cases, particularly in the pharmaceutical and consumer goods sectors. An interviewee enthuses that he is an *"excellent lawyer"* and particularly highlights his *"strategic views."* – Chambers Europe, 2021

Olivier Vrins represents clients from the luxury goods sector in trade mark and colour mark infringement proceedings, as well as acting on parallel import and anti-counterfeiting matters. One client lauds him as *"a brilliant lawyer who always gives us very comprehensive and deep advice."* – Chambers Europe, 2021

Philippe de Jong has a broad practice, covering patent infringement, parallel imports and plant variety rights. One client reports: *"I am always impressed by his thorough knowledge, which he manages to translate into applications that fit a company."* – Chambers Europe, 2021

The *"highly experienced"* team at ALTIUS has established strength across the full range of IP work; unfair competition, trademarks, patents, and parallel trade mandates feature prominently in the group's workload. - Legal 500, 2020.

Front-running firm with an established reputation for handling a large range of significant domestic and international IP matters. - Chambers Europe, 2020.

Clients highlight that the team is *"very easy to work with"*, *"very efficient and quick"* as well as *"pleasant and personable"*, adding that the lawyers have *"a very deep understanding of the law, are very good at sending communications and at explaining the complicated Belgian legal process."* - Chambers Europe, 2020.

Clients appreciate that Christophe Ronse is *"very good in court, very practical and produces excellent work."* Others state *"He is and will remain an authority."* - Chambers Europe, 2020.

Olivier Vrins is recognised as *“an outstanding individual”* within the Belgian market. He has experience in handling parallel import matters and image rights licensing agreements. - Chambers Europe, 2020.

Philippe de Jong is praised for his responsiveness, with clients stating: *“He always replies really promptly”* and *“He understands how to handle the matters and has a very thorough understanding of how our business works.”* He has a broad practice, covering patent infringements, parallel imports and plant variety rights. - Chambers Europe, 2020.

*“The undisputed number one in Belgium”*. *“ALTIUS stands out from other law firms on the market in the way that it takes clients through every part of the process. Its advice is to the point, clear and covers potential solutions for every eventuality.”* - WTR 1000, 2020.

With an *“encyclopaedic knowledge of intellectual property law, Olivier Vrins is an extremely bright lawyer and friendly personality. A first-class IP lawyer who delivers business-oriented advice, he is without doubt one of the most talented IP lawyers in Belgium”*. - WTR 1000, 2020.

### Contact



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