



## Dr. Peter Schramm

Partner, Zurich

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Peter Schramm heads together with Michael Ritscher and Simon Holzer the IP team of MLL Legal, one of the largest and most well-known IP teams in Switzerland.

Peter has special experience in complex IP litigation matters. He has been involved in many landmark IP cases in Switzerland, in particular protecting well-known brands, products and technologies, and has coordinated several large multiple jurisdiction disputes, with a special focus on Germany, the further EU countries, the UK and the US. In addition, he advises his clients, who are among the most well-known brands in Switzerland and worldwide, on strategic IP issues, in particular on the development and management of a worldwide IP portfolio, and advises on IP transaction matters in close cooperation with the M&A and Finance teams at MLL Legal.

Peter lectures IP law at the LL.M. program "International Business Law" of the University of Zurich and Design Law at the training program for Patent Attorney candidates at the Swiss Federal Institute of Intellectual Property (IPI).

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### Practice Areas

- Intellectual Property
- Sport, Media & Entertainment
- Product Regulation & Compliance

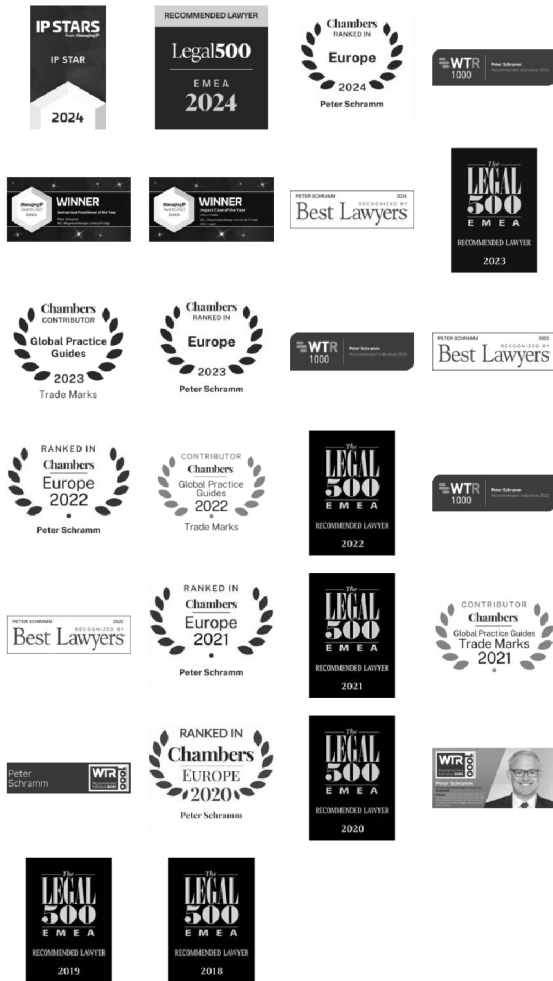
### Industry Groups

- Retail & Luxury
- Digital, Technology & Telecommunication
- Life Sciences & Healthcare

### Country Desks

- Latin American & Iberian Desk

## Rankings & Awards



- "Peter has been coordinating successful defences against counterfeit products for his clients for many years. He is top in this field" – Chambers and Partners Europe, Intellectual Property, 2024
- "Highly accomplished and top-flight lawyer Peter Schramm is responsive, client friendly and easy to work with." His sharp strategic thinking and litigation prowess see him come out on top time and time again, even in the toughest of disputes and highest courts. – World Trademark Review 1000, Recommended Individual, 2024
- Peter Schramm was recognised as "Swiss IP Practitioner of the Year" and his case FIFA v Puma as "Impact Case of the Year" at the EMEA Managing IP Awards 2023
- "Michael Ritscher and Peter Schramm are excellent partners who provide complete and quick assistance in all areas of IP" – Legal 500 EMEA, IP, 2023
- "Peter is an extremely knowledgeable and dynamic lawyer, who is brilliant to work with on all kinds of disputes related to trademarks, copyright and designs" – World Trademark Review 1000, 2023

- Peter Schramm regularly assists with copyright and trade mark infringement proceedings, as well as general IP portfolio advice – Chambers and Partners Europe, Intellectual Property, 2022
- "Taking the lead on several high calibre matters, Peter Schramm is simply phenomenal" – World Trademark Review 1000, 2022
- "Peter Schramm is an experienced litigator and a very engaged strategic thinker" – Legal 500 EMEA, 2021
- "He always provides effective and efficient strategic advice" – Chambers and Partners Europe, 2021
- "Peter Schramm always advises pragmatically and plays a global strategic role across all his mandates" – World Trademark Review 1000, 2021
- "Among the most well-known practitioners in Europe, Michael Ritscher and Peter Schramm have a deep understanding of the law and longstanding experience in coordinating multi-jurisdictional litigation" – World Trademark Review 1000, 2021

## Deals & Cases

- Representation of Lindt & Sprüngli before the Swiss Federal Supreme Court against copies of the Lindt Gold Bunny offered by Lidl
- Representation of FIFA against PUMA in a landmark trademark and unfair competition case before the Swiss Supreme Court and the Zurich Commercial Court
- Successful enforcement of the PORSCHE trademark against a worldwide planned car dealer database of a third party, whereby the notoriety of the PORSCHE trademark and its cross-product protection in Switzerland was confirmed by the courts
- Advising several leading medical device manufacturers on the regulatory framework in Switzerland, inter alia regarding medical device software products
- Represented Migros, the largest retailer in Switzerland, in a landmark trademark registration proceedings for the letter "M". It is the first time that a single letter of the alphabet has been registered as a trademark in Switzerland
- Represented Hilti in the registration and enforcement of their colour and 3D trademarks in Switzerland and internationally
- Advised the world's biggest plush toy manufacturer Ty Inc. on establishing and enforcing its trademark and design portfolio
- Support of Semtech (International) AG, a wholly-owned subsidiary of Semtech Corporation (listed on NASDAQ) and a leading supplier of high performance analog and mixed-signal semiconductors and advanced algorithms in the acquisition of Trackio International AG and its subsidiaries Trackio GmbH and TrackNet Inc. in all IP-related transactional issues

- Advised Triton in analyzing complex IP issues regarding a EUR 730 Mio. carve-out to acquire the auxiliary components business of Alstom
- Acting for Lindt & Sprüngli in IP issues, inter alia in the enforcement of the Lindt product designs
- Acting for Vitra in both national and cross-border trademark, design and copyright litigation
- Acting for Deutsche Telekom AG in trademark and unfair competition disputes in Switzerland

## Education & Admission

- Admitted to the bar in Switzerland (2007)
- Institute for European Law, Saarland University, Doctorate to Dr. iur. (2004-2005)
- Admitted to the bar in Germany (2004)
- University of Konstanz (1998-2000)
- University of Salamanca (1997-1998)
- Saarland University (1995-1997)

## Memberships and public offices

- Swiss Institute for IP rights (INGRES)
- German Association for the Protection of Intellectual Property (GRUR)
- International Trademark Association (INTA)
- European Communities Trademark Association (ECTA)
- Association of Intellectual Property Experts (VPP)
- Association of Swiss companies in Germany (VSUD)

## Languages

- German
- English
- Spanish
- French

## Publications

- [Trademarks 2023 Switzerland – Law and Practice | 01.03.2023](#)
- [NFTs and Trademarks – What You Need to Know | 08.04.2022](#)
- [Trade Marks 2022 – Switzerland | 01.03.2022](#)
- [The Shape of the VW Bulli – A trademark? A trademark! | 21.01.2022](#)

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Find all [publications](#) by Peter Schramm on our website [mll-legal.com](#).