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Maaïke Witteman

Merken & Modellen

Europees en Benelux merken- en modellengemachtigde
Senior associate



Maaïke Witteman studeerde rechten (2007) aan de Universiteit van Leiden, met als specialisatie intellectueel eigendomsrecht. Gedurende de bachelor-fase van haar studie koos zij voor een minor bedrijfswetenschappen. Ook behaalde zij haar propedeuse technische bedrijfskunde.

Vanuit kantoor Eindhoven bedient zij als merkengemachtigde en modellengemachtigde diverse grote en middelgrote bedrijven.

Opleiding

- Mr., Nederlands recht, Universiteit Leiden (2007)

Directories

- Recommended Individual (WTR 1000 – 2023)
- Senior associates Noëlle Wolfs and Maaïke Witteman excel at the strategic aspects of portfolio management. Wolfs has been managing the international portfolio of KNX Association and handling its EU trademark applications; while Witteman has been advising Punch Powertrain on the strategic outline of its portfolio and pursuing trademark applications and oppositions around the globe. (WTR 1000 – 2022)
- Noëlle Wolfs and Maaïke Witteman Snoeck regularly team up to devise successful global prosecution plans for dynamic companies such as plant-based starch supplier Meelunie and auto parts manufacturer Punch Powertrain; Wolfs also has custody of Merck's Benelux portfolio and safeguards the Hello Kitty character for Sanrio in enforcement scenarios. Witteman Snoeck brings unique industry insight to the table from her time in-house at Sara Lee – she knows exactly what the C-suite is looking for and delivers everytime. (WTR 1000 – 2021)
- Described as “a sharp strategic thinker and an excellent negotiator”, “when giving advice, she is always very thorough in explaining all the available options and makes valuable recommendations using her extensive experience and business acumen”. “Showing a deep understanding of her clients' business needs, Witteman offers cost-effective solutions and is a true professional.” (WTR 1000 – 2020)

Talen

- Nederlands
- Engels