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Maaïke Witteman

Marken & Geschmacksmuster

Europäische und Benelux Markenadvokatin
Senior Associate



Maaïke Witteman studierte Jura (2007) an der Universität Leiden (NL), wobei sie sich auf geistiges Eigentum spezialisierte. In ihrer Bachelorphase hatte sie als Nebenfach Betriebswirtschaft. Außerdem erlangte sie ihr Propädeuse (ähnlich dem früheren Grundstudium in DE) in technischer Betriebswirtschaft.

In der Geschäftsstelle Eindhoven berät Maaïke Witteman verschiedene mittelständische und große Unternehmen.

Ausbildung

- LLM in Jura, Universität Leiden (2007)

Directories

- Empfohlene Person (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)

Sprachen

- Niederländisch
- Englisch