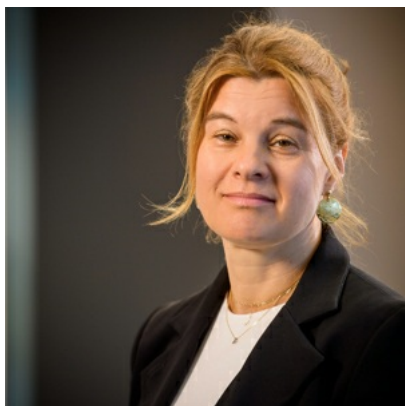




T +31 70 416 68 60
n.wolfs@vo.eu

Noëlle Wolfs

Trademarks & Designs

European and Benelux Trademark and Design Attorney
Senior Associate



Noëlle Wolfs started as a trademark attorney at V.O. in 1993. Before that she studied Dutch law at Utrecht University, where she specialized in intellectual property law.

Noëlle manages trademark portfolios of medium-sized and large national and international companies. She has longstanding experience in actively representing her clients before the Benelux Office of Intellectual Property as well as before The European Union Intellectual Property Office (EUIPO).

Her approach is pro-active, she combines legal knowledge with the practical interests of her clients to obtain optimal protection of their intellectual property rights. Next to portfolio management, Noëlle represents her clients in conflict and opposition cases. Her experience extends to drafting co-existence agreements and declarations, keeping in mind the legal position and interests of the client.

Working experience

- Trademark and Design Attorney, V.O. (2003-present)
- Trademark and Design Attorney, Considine Den Haag (2000-2002)
- Trademark and Design Attorney, V.O. (1993-2000)

Education

- LLM in Dutch law, Utrecht University (1992)

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)
- Wolfs is a creative thinker whose vast experience in trademark matters enables her to pre-empt any

potential pitfalls for clients. She really flexes her muscles in developing worldwide filing strategies, with both MBrands BV and the Dutch Ophthalmic Research Center benefiting from her astute tactical thinking. (WTR 1000 – 2020)

- Perennially in high demand is Noëlle Wolfs. One source enthuses: “Working with Noëlle is very much like dealing with an outstanding colleague in my own firm – she anticipates questions and provides proactive advice and recommendations in a client-friendly manner. Her service is simply wonderful.” (WTR 1000 – 2019)
- “One of the very best trademark attorneys around today”, leading light Noëlle Wolfs knows how to squeeze every last drop of commercial value from brand rights. (WTR 1000 – 2017)
- Noëlle Wolfs “has been kept busy of late managing KNX’s worldwide trademark portfolio and representing Dole Food Company in crucial proceedings before the Office for Harmonisation in the Internal Market”. (WTR 1000 – 2016).

Professional & Community Activities

- Member of the Benelux Association for Trademarks and Designs (BMM) and the International Trademark Association (INTA)
- Board member (treasurer) for the Benelux Association for Trademarks and Designs (BMM) for four years.

Languages

- English
- Dutch