



CHRISTOPH GASSER

Attorney-at-Law, Dr. iur.
LL.M. University of Michigan Law School
Non-permanent Judge at the Swiss Federal Patent Court
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Christoph Gasser is a partner and the head of the firm’s IP/TMT department. His long-standing practice includes advice and litigation in all areas of intellectual property and information technology law as well as trademark and design prosecution. Christoph Gasser is the executive secretary of the Swiss IP association INGRES (Institut für gewerblichen Rechtsschutz). He also serves as an adjunct judge at the Swiss Federal Patent Court, a court expert, and an expert examiner for the Swiss Patent Bar examination. Moreover, he is a frequent conference speaker and has written substantial publications on intellectual property law.

“Dr Christoph Gasser, LL.M. of BianchiSchwald, the head of the firm’s excellent IP team, features an impressively broad legal knowledge which testifies for his vast legal experience. He excels by his outstandingly fast pace in terms of responsiveness and intellectual grasp of complex legal and factual issues. Apart from mastering legal practice he exhibits an unsurpassed brilliance in thought allowing him to reflect on multidimensional legal matters in the precisest of terms. The quality of his pleadings is accentuated by an eloquence, which is rare even compared among the peers. His tactical sophistication and distinguished evaluation skills round off the profile of a first-rate lawyer among the very “cream of the crop”.

Legal500 EMEA 2020 - designated as “Leading Individual”

“Christoph Gasser receives effusive praise from all corners of the world. He is one of the best lawyers we have ever worked with, enthuses one patron. He knows our concerns inside out and is incredibly responsive at virtually every time of the day. Excellent results are guaranteed when he is in charge.”

World Trademark Review 2020

Litigator Christoph Gasser is “willing to go the distance and is available for his clients 24/7”. The practice spearhead is “an entrepreneurial thinker who understands business structures and takes company policies into account when giving advice”, enthuses one patron. “His attention to detail is unparalleled. He provides prompt, detailed and thorough responses - you always get great service and an impeccable finished product.” His business-savvy guidance has recently been sought out by numerous top-dollar clients.

World Trademark Review 2019



CAREER

- SINCE 2017** • Partner at BianchiSchwald LLC
- SINCE 2011** • Adjunct judge at the Swiss Federal Patent Court
- SINCE 2011** • Expert examiner at the Swiss Patent Bar examination
- SINCE 2011** • Lecturer at the Swiss Federal Institute of Intellectual Property for classes preparing the Swiss Patent Bar examination, Bern
- 2010 - 2011** • INTA Bulletin Co-Chair (Sub-Committee Law & Practice: Europe & Central)
- SINCE 2007** • Executive secretary of INGRES (Institut für gewerblichen Rechtsschutz; Swiss IP Association)
- SINCE 2007** • Co-organizer of „INTA Round Tables“ for Switzerland
- 2004 - 2016** • Partner at Staiger, Schwald & Partner
- 2000 - 2010** • Lecturer at the program „Master of Advanced Studies in Intellectual Property“ of the ETH Zurich

to be continued



The “incredibly knowledgeable” Christoph Gasser “has a fantastic understanding of the business requirements”. Another client adds: “We know that we will receive thoughtful advice whenever we reach out to him.”
Chambers Europe 2018



The “brilliant” Christoph Gasser comes highly recommended as “one of the best lawyers in Switzerland” for trademarks work. WWL also says that he is “a top practitioner” with a superb reputation as a trademark litigator. He is also “very skilled” in trademark prosecutions and transactions.
Who’s Who Legal: Trademarks 2018



“His work is extraordinary: he is one of the most intelligent, meticulous and precise lawyers anywhere – nothing goes unnoticed; he is also the fastest practitioner you will ever meet – Christoph is available at almost any time, and always responds within hours. His insights are unparalleled, his thoughtful and clear-cut advice: you can have 100% trust in his guidance.”
World Trademark Review 2018



“Incredible intelligence, sound judgement, immense know-ledge and sublime theoretical understanding’ elevate him to the profession’s top table. He ‘always goes the extra mile’; clients are reassured by his ‘responsive approach and ability to explain extremely complicated legal matters’, and hail him as ‘one of the best trademark counsels globally and someone upon whom you can rely totally.’”
World Trademark Review 2017



“Christoph is extremely competent; he responds quickly and has good connections with lawyers all over the world.”
Client Choice 2017

EXPERTISE

Intellectual Property | Information Technology, Media and Data Protection | Litigation and Arbitration | Competition

LANGUAGES

German, English, French

MEMBERSHIPS

- Zurich Bar Association
- Swiss Bar Association
- INTA (International Trademark Association)
- ECTA (European Communities Trade Mark Association)
- LES (Licensing Executives Society)
- AIPPI (International Association for the Protection of Intellectual Property)
- INGRES (Institut für gewerblichen Rechtsschutz; Swiss IP Association)
- VSP (Association of Swiss Patent and Trademark Attorneys)
- SF/FS (Swiss Forum for Communication Law)
- ASA (Swiss Arbitration Association)

OTHER ACTIVITIES | PRO BONO

- Adjunct judge at the Swiss Federal Patent Court
- Executive secretary of INGRES (Institut für gewerblichen Rechtsschutz; Swiss IP Association)
- Expert examiner at the Swiss Patent Bar examination
- Lecturer at the Swiss Federal Institute of Intellectual Property for classes preparing the Swiss Patent Bar examination
- Member of INTA Unfair Competition Committee
- Co-organizer of the “INTA Round Tables” for Switzerland

CAREER (continuation)

- 1999 - 2003 • Lecturer at the LL.M. program of the University of Zurich
- 1999 - 2004 • Associate at Lenz & Staehelin, Zurich
- 1998 • Associate at Pennie & Edmonds LLP, New York
- 1997 - 1998 • University of Michigan, Ann Arbor, LL.M.
- 1997 • Doctor iuris summa cum laude, University of Bern
- 1996 • Legal counsel at Swatch Group, Bienne
- 1994 - 1996 • Research assistant at the Institute for Business Law, University of Bern
- 1994 • Admitted to the Bar, canton of Bern
- 1991 - 1992 • Junior associate at Jolidon Krneta Gullotti Hirt Riva, Bern
- 1991 • Law clerk at the District Court of Burgdorf
- 1987 - 1994 • University of Bern, Law School



PUBLICATIONS

2019

- **Treatise on Art. 35, 35a, 35b, 36, 36a and 48 PatG**
in: Mark Schweizer/Herbert Zech (Hg.), Patentgesetz (PatG), Bern 2019

2017

- **Treatise on Art. 5, 6, 7, 8, 9, 32, 33, 34, 35a, 35b and 35c MSchG [Swiss Trademark Act]**
in: Michael Noth/Gregor Bühler/Florent Thouvenin (eds.), Markenschutzgesetz (MSchG), 2nd ed., Bern 2017

2014

- **Electronic Legal Correspondence in Switzerland – The Latest Developments**
Digital Evidence and Electronic Signature Law Review 2014, 25 et seq.

2014

- **Partial Cancellation for Trademark Non-use in Europe**
together with Carmela Rotundo and Giuseppe Petti, INTA Bulletin 2014, vol. 69, no. 7, 1 et seq.

2013

- **The Swiss Approach to Examining the Technical Necessity of Three-Dimensional Trademarks**
INTA Bulletin 2013, vol. 68, no. 5, 1, 7-8

2012

- **Treatise on Art. 19, 20 and 24 URG [Swiss Copyright Act] and limitations of copyright law**
in: Barbara K. Müller/Reinhard Oertli (eds.), Urheberrechtsgesetz (URG), 2nd ed., Bern 2012

2012

- **Swiss Federal Supreme Court – Schmuckring [Ring] (CH), Decision of 4 February 2008**
in: Henning Hartwig (ed.), Designschutz in Europa / Design Protection in Europe, vol. 4, Cologne 2012, 19 et seq.

2009

- **Evidence in the New Swiss Federal Code of Civil Procedure**
Digital Evidence and Electronic Signature Law Review 2009, 195 et seq.

April 2008

- **Strengths and Weaknesses of the European Patent Organisation**
Tagungsbericht zur INGRES-Veranstaltung vom 18. April 2008 in Bern, together with Michael Ritscher, sic! 2008, 689 et seq.

2006

- **The Supplementary Protection Certificate**
in: Roland von Büren/Lucas David (eds.), Patentrecht und Know-how, unter Einschluss von Gentechnik, Software und Sortenschutz, SIWR IV, Basle et al. 2006, 681 et seq.

2006

- **Quotations in Copyright Law after „Kreis vs. Schweizerzeit“**
together with Marc O. Morant, sic! 2006, 229 et seq.

2005

- **Workshop on trademark law – draft of a new Swiss trademark act**
sic! 2005, 983 et seq.

1997

- **Snapshot on Patent Law**
recht 1997, 24 et seq.

1997

- **Private Use in Copyright Law**
Doctoral Thesis, Bern 1997