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Prof Dr Alexandra von Bismarck is partner in the Hamburg office of Field Fisher Waterhouse and heading the Trade Mark Department for Germany. She is specialized in Intellectual Property law and advises on all aspects of Intellectual Property, both contentious and non-contentious. Alexandra has a vast experience in all relevant aspects of trademark, unfair competition and copyright as well as internet law. Alexandra represents a diverse German and International clientele for whom she provides a wide range of services, including trademark clearance, counseling, prosecution, licensing and related transactions. She also engages in monitoring and enforcement activities, including trademark, unfair competition, copyrights and anti-cyber-squatting litigation before the German and European courts. Before joining FFW, Alexandra was associated with Harmsen.Utescher, a leading German IP-boutique. Since 2008, Alexandra teaches Business Law at the GGS German Graduate School of Management and Law (Heilbronn). In February 2012, she was appointed Professor for German and European Business Law, Intellectual Property and Information and Communications Law. In this capacity, she now leads as Academic Director a Master-Program and the Institute for In-House Counsel.