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Markus R. Frick

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Markus Frick specializes in all aspects of intellectual property law with a particular focus on trademark, patent and unfair competition law. Other areas of expertise include media law as well as food and drugs regulations. He regularly represents clients in complex and cross-border litigations before courts and administrative bodies. He advises clients on the development and management of IP rights, related contracts and transactions. He speaks and publishes regularly on topics in his area of practice.

Born in 1970, Markus Frick was educated at the University of Zurich (lic. iur. 1995, Dr. iur. 2000) and New York University School of Law (LL.M. 2001). He is also admitted to the New York Bar and has – before joining Walder Wyss – worked as an associate in both a Zurich and a New York law firm.

Markus Frick is listed in international rankings as a leader in his field and praised as 'bright, quick at responding to our needs, and also brilliant in court' (Chambers Europe). WTR1000 states: 'The superb all-rounder has a keen ability to strategise in complex litigation proceedings and can navigate any prosecution pitfalls. He is a take-charge, no-nonsense, uber-practical lawyer who can attain the goals of his clients in the most cost-efficient way. Who's Who Legal (WWL) mentions Markus Frick as 'most highly regarded' and a 'WWL Thought Leader Trademarks in Switzerland', again in 2019. In 2020, Markus Frick received the WWL Switzerland Award for Trademarks Lawyer of the Year. WWL quotes: 'Markus Frick at Walder Wyss emerges as the leading lawyer in the Swiss market for trademarks work.' Also WTR1000 acknowledge Markus Frick as 'undoubtedly one of the best trademark lawyers in Switzerland'. Moreover, Legal 500, Legal Experts, MIP IP Stars and WIPR Leaders list Markus Frick among the 'leading individuals' and also the LMG Life Sciences list Markus Frick with the 'Life Science Stars' in Switzerland for intellectual property.

Markus Frick speaks German, English and French. He is registered with the Zurich and New York Bar and admitted to practice in all Switzerland.

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Selected Publications

Harmonisation of health claims legislation with EU law
by Markus R. Frick
23 January 2013

Advertising for food
by Markus R. Frick
1 January 2006

Health arguments in advertising
by Markus R. Frick
1 January 2005

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