



Marie Canivet

Attorney at Law
Senior associate

Brussels

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Admitted to the Bar in 2000

Languages: French, English, Dutch

Practice areas

Commercial Law, Distribution and Franchise Law, Dispute Resolution

Other professional activities

- Member of the Belgian Federation Association (Fédération Belge de la Franchise)
- Member of the Cepani 40

Education

- University of Louvain, UCL (Law Degree, 2000)

Why recommended

Marie has over 12 years experience across distribution law, distribution networks and retail business in general. She has extensive knowledge of the franchising business, having assisted a large number of companies to elaborate and develop their concept and their franchising network in Belgium as well as abroad.

She assists a large number of foreign franchisors to adapt their working methods to the Belgian market as well as continuing the development of their network in Belgium. Concerned by a global approach, she covers all the legal domains related to the retail sector, such as commercial lease contracts, transfers of business, distribution contracts (franchise, exclusive distributorship, agency), trade practices (publicity, commercial promotions, brands), antitrust and intellectual property issues. She gives commercial advice and handles cases in front of the Belgian Courts and arbitral Tribunals on a daily basis. She also developed a strong expertise in negotiating and drafting contracts. Marie acts also as arbitrator in her areas of practice.

Relevant experience

Lawyer, senior associate at the law firm Philippe & Partners (formerly Laga & Philippe), August 2000-September 2006

Relevant publications

- Drafting of the Belgian chapter of the "CMS Guide to Arbitration" 2012
- «L'action en cessation», in «La nouvelle loi relative aux pratiques du marché et à la protection du consommateur : tout sur l'ancien et le nouveau régime», Larcier, 2010, p. 172-184
- Drafting of the Belgian chapter of the "CMS Guide to Arbitration" 2009
- "L'action en cessation en cas d'atteinte à une marque : revirement ou légitimisation d'une pratique établie?", Les Cahiers du juriste, n°1, 2002
- "Droit d'auteur, droit à la libre concurrence et protection des idées: la question du reverse engineering", Les Cahiers du juriste
- "Droit des technologies de l'information. Normes belges, européennes, internationales et autres textes", report on the new Larcier Code, DAOR, 70, p. 105

Other relevant experiences

- Taught a course (*"Diplôme spécial en commerce électronique: gérer la dimension juridique"*) on intellectual property matters relating to the information society at High School "ICHEC", December 2000, April 2001, December 2001 and March 2003: *"Droit d'auteur dans le cyberspace"*, *Enregistrement des noms de domaine* et *"Criminalité informatique"*
- Speaker at a seminar in Reims (France), in October 2002, organised by the Walloon Region in collaboration with the Reims Bar: *"La propriété intellectuelle, des choix déterminants pour chaque PMI"*
- Acquired the position of "Local Registration Authority Officer", in order to deliver electronic signatures
- Active participation in the following CMS practice area groups: dispute resolution, arbitration, intellectual property
- Speaker at the Dutch Franchise Association, in June 2007: *"The new Belgian Act of 19 December 2005 regulating franchising and other commercial cooperation agreement."*
- Speaker at the annual Belgian event "Entreprendre 2008": *"La loi belge du 19 décembre 2005 sur l'information précontractuelle dans le cadre d'accords de partenariat commercial"*
- Speaker at a CMS clients seminar ("Winds of Change"): *"Les conditions générales et la sécurisation des créances"*