

Three new partners at IP boutique firm HOYNG ROKH MONEGIER



HOYNG ROKH MONEGIER is pleased to welcome three new partners, including two internal promotions and one lateral hire (at the Madrid office).

Mathis Breuer (Dusseldorf office) has been working as an attorney since 2013 and joined the firm in 2015. He represents clients active in sectors such as life sciences, FMCG and electronics in all areas of trademark, unfair competition, design, copyright and product labelling law. His practice focuses in particular on litigation and advice on product launches, advertising measures, strategic portfolio management and IP-driven contracts. Mathis has been named a "Rising Star" by Managing IP for the past three years. He publishes regularly on selected topics of intellectual property law.

Marta Mendes (Paris office) joined the firm in 2018 when it merged with French patent litigation boutique firm Véron & Associés. Marta's practice focuses on patents and trade secrets. She is also known for her expertise in employee inventions, a sensitive and often disputed area in France. Marta handles cases in all fields of technology and has particular knowledge of the pharmaceutical industry. Recently, she oversaw coordination of the Ceva v Bayer litigation in 15 countries plus EPO proceedings. Marta has taught IP law at the University of Lyon since 2012. She is recognized as a "Rising Star" by Managing IP. "I am very pleased to be able to further contribute to this high-profile European IP and patent team and to add my expertise, especially when it comes to cross-border litigation."

Franz Ruz (Madrid office) joined the firm in September 2020 from ECIJA, where he was a partner in the TMT practice responsible for international operations at its Madrid office and co-managing the office in Santiago, Chile. In addition to corporate clients, Franz regularly advises international organisations such as WIPO, ECLAC, UNCTAD, UNESCO and the European Commission on IP and other media-related issues. Associates Ignacio Paz-Ares and Alejandro Gonzalez also joined from ECIJA to strengthen the Spanish Copyright, Digital and Media practice. **Franz Ruz:** "My team and I are delighted to be part of **HOYNG ROKH MONEGIER**. I have admired **HOYNG ROKH MONEGIER** for a long time, for the outstanding quality of their services and their international outlook. It is a great opportunity to be here and to start a new project with such esteemed colleagues."

Benoît Strowel, Managing Partner of **HOYNG ROKH MONEGIER**: "We are delighted to have these three new partners on board. Each has a very different background and expertise but all have an outstanding track record. **HOYNG ROKH MONEGIER** continues to grow and remains the largest IP boutique firm on the continent."

"

With these promotions, the firm now includes 46 partners.

