

Zeeger Vink

2022 INTA President

Zeeger Vink is Intellectual Property Director at MF Brands Group, (Geneva, Switzerland), the Swiss group that owns the fashion and lifestyle brands LACOSTE, GANT, AIGLE, TECNIFIBRE and THE KOOPLES. In this role he oversees the brands' global intellectual property (IP) and brand protection function and leads a team of IP professionals responsible for all prosecution, clearance, and enforcement work.

Prior to joining LACOSTE, Mr. Vink was in-house IP counsel at L'OREAL in Paris, France, where he was in charge of global IP protection for several group brands. Mr. Vink started his career as attorney, practicing in Amsterdam (the Netherlands) and London (United Kingdom).

Mr. Vink holds a master's degree in law from the University of Amsterdam, with specializations in IP Law and Marketing. He taught IP at the international master's program of SCIENCES PO University in Paris, France, and speaks and writes regularly on topics of corporate IP management.

He actively advocates the creation and protection of IP as a commercial asset, *inter alia* as the author of *The Great Catapult*, a business book on IP.

In his role as 2022 INTA President, Mr. Vink is Chair of the Board of Directors and the Executive Committee.