

## Dominik Hofmarcher

counsel / attorney at law  
ip & unfair commercial practices



### Austria

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Dominik Hofmarcher is counsel / attorney at law specializing in ip, unfair competition/advertising and personality rights. A specific focus is on copyright and the new protection of trade secrets. He represents national and international clients in court proceedings as well as in contentious and non-contentious matters out of court. Dominik graduated from Vienna University (Master's degree in 2009, PhD degree in 2013 with his thesis on the topic of "Personality Merchandising"). He regularly publishes in law journals, and contributed to Austria's standard commentaries *Kucsko/Schumacher* (ed.), *marken.schutz*<sup>2</sup> (2013) and *Kucsko/Handig* (ed.), *urheber.recht*<sup>2</sup> (2017). His monography on the new trade secrets protection will be published by Manz early 2020. Furthermore, Dominik provides professional training courses for attorneys (AWAK) and teaches IP law at the University of Vienna and the Danube University Krems. He is a member of INTA's Non-Traditional Marks Committee and a member of ALAI (Association Littéraire et Artistique Internationale).

admitted to the bar  
2015, Austria

with schoenherr since  
2012

practice areas  
IP & Unfair Commercial Practices, Technology & Digitalisation

education  
University of Vienna, Vienna/Austria (Dr. jur. 2013, Mag. iur. 2009)

teaching positions  
University of Vienna, Vienna/Austria  
Danube University Krems, Krems/Austria  
Lawyers Academy (Anwaltsakademie), Vienna/Austria

Memberships  
International Trademark Association (INTA), member of the non-traditional marks committee  
ALAI (Association Littéraire et Artistique Internationale)

previous work experience  
Higher Regional Court Vienna, Vienna/Austria (2011-2012)  
International law firm, associate, Vienna/Austria (2010-2011)

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Dominik Hofmarcher is one of the most talented IP lawyers of the younger generation. He unravels complex legal problems and communicates their solutions in a simple manner, drawing attention to what is significant from a business perspective. [...]  
WTR 1000

# schönherr

National law firm, paralegal, St. Pölten/Austria (2007-2009)

## publications

- Das Geschäftsgeheimnis - Der neue Schutz von vertraulichem Know-how und vertraulichen Geschäftsinformationen (will be published early 2020 at Manz)
- Co-author *Kucsko/Handig* (Hrsg.), urheber.recht (2. Auflage), Manz 2017
- Co-author *Kucsko/Schumacher* (Hrsg.), marken.schutz (2. Auflage), Manz 2013
- Co-author *Wallentin* (Hrsg.), Fokus Sport Das Recht, Medien und Recht 2017
- Various publications concerning IP, unfair competition and personality rights in legal journals and newspapers. Periodic comments in legal journals.

## languages

German, English