

Prof. Martin Senftleben



Martin Senftleben is Professor of Intellectual Property Law and Director, Institute for Information Law (IViR), University of Amsterdam. His activities focus on the reconciliation of private intellectual property rights with competing public interests of a social, cultural or economic nature. Current research topics include institutionalized algorithmic copyright enforcement in the EU, the interplay between AI-generated works and human literary and artistic productions, the preservation of the public domain of cultural expressions, and the impact of personalized advertising on supply and demand in market economies.

Professor Senftleben studied law at the University of Heidelberg. He worked as a researcher at IViR and the Max Planck Institute for Innovation and Competition in Munich. In 2004, he was awarded a Ph.D. by the University of Amsterdam. From 2004 to 2007, he was a legal officer in the trademarks, industrial designs and geographical indications law division of the World Intellectual Property Organization (WIPO) in Geneva. From 2007 to 2020, he was Professor of Intellectual Property at the Vrije Universiteit Amsterdam. As a lawyer at Bird & Bird (2008 to 2019), he litigated copyright and trademark cases, including lawsuits about hyperlinking and website blocking.

Professor Senftleben is a member of the Copyright Advisory Committee of the Dutch State. He provided advice to WIPO in several trademark and copyright projects. He is the President of the European Copyright Society (ECS), President of the Trademark Law Institute (TLI), and a member of the Executive Committee of the Association littéraire et artistique internationale (ALAI) and the International Association for the Advancement of Teaching and Research in Intellectual Property Law (ATRIP). In 2017, New York University invited him as a Senior Research Fellow in the Hauser Global Law School Program. From 2017 to 2020, he was Visiting Professor at the Intellectual Property Research Institute of Xiamen University. His numerous publications include *Copyright, Limitations and the Three-Step Test* (Kluwer Law International 2004), *European Trade Mark Law – A Commentary* (with Annette Kur, Oxford University Press 2017) and *The Copyright/Trademark Interface* (Kluwer Law International 2021). As a guest lecturer, he provides courses at the Centre for International Intellectual Property Studies (CEIPI), Strasbourg, the Munich Intellectual Property Law Center (MIPLC), the Jagiellonian University Krakow and the University of Catania.