

Dr. Jochen M. Schaefer

Legal Counsel of the World Federation of the Sporting Goods Industry and of the European Federation of the Sporting Goods Industry (FESI)



Dr. Jochen M. Schaefer ("JMS") has extensive experience as a legal advisor to numerous well-known German and international companies, particularly in the sporting goods industry. He began his professional career as an employee and then global head of the legal department of Adidas and has been the in-house counsel of the World Federation of the Sporting Goods Industry (WFSGI) and the European Federation of the Sporting Goods Industry (FESI) since 1986. After setting up his own law firm in Nuremberg, he was a partner and managing partner in leading German and international law firms for more than 20 years before he decided in 2007 to work independently again with his own law firm in the Munich region for his national and international corporate clientele and various industry associations, by providing legal advice with a focus on distribution far beyond the sporting goods sector. Among other things, he is a member of the extended board of the Licensing Executive Society Germany and Co-Chair of the Trademark, Design and Merchandising Committee of LES International.