

New Country Correspondents



Ioana Ratescu

is a lawyer with Schoenherr si Asociatii SCA, the Bucharest office of Schoenherr Rechtsanwälte Vienna. Ioana is a graduate of law from both the Faculty of Law – University of Bucharest and University of Paris I Pantheon-Sorbonne (magna cum laude).

Ioana obtained Postgraduate Specialisation in Intellectual Property Law and holds a Cambridge Diploma in English and European Law (summa cum laude). With a thorough knowledge of Romanian and European law, she is specialised in food law. She has also developed a good reputation in the intellectual property law, public procurement and tax legal practice and has extensive knowledge of the pharmaceutical industry. Her languages are Romanian, English, French and Spanish.



Ebba Hoogenraad

was admitted to the bar in 1985 and has been focusing on the advertising industry since 1989. She also advises producers of food, health and nutrition products on product information. Ebba often litigates before the self regulating Advertising Code Committee and national courts.

Ebba has been recommended by Chambers Europe (2008) as “a great lawyer in advertising-related IP law, whose advice has been solicited by clients such as Unilever and Heineken for years”. Clients particularly praise her point and practical advice, always noting what is possible. Ebba counsels the majority of the larger advertising bureaus and several companies in the consumer industry on advertising law and product information.

Ebba is on the editorial board of the Dutch legal IP and advertising journal IER. She chairs the Dutch Advertising Law Association and the National Advertising Conference, and chaired the Benelux Trademark and Design Law Association. She is a board member of the Dutch Advertising Association and of the World Press Photo Supervisory Board.