

## Dr. Leopold von Gerlach

Chair

Hamburg

Frankfurt

### Biography

Leopold von Gerlach is global Chair of Hogan Lovells. He maintains his client practice and, with trial experience of more than 20 years, is a wholehearted and extremely versatile litigator.

Protecting his clients' brands, technologies, and designs against any type of theft, imitation, exploitation, or other type of infringement is his main strength. He has gained a particular reputation for his uncompromising persecution of counterfeits, parallel imports, and grey market goods. His long-standing ties with public prosecutors, customs authorities, and internet and financial service providers give his investigations an edge that competitors find hard to match.

For his clients from the pharmaceutical, cosmetics, consumer electronics, toy, internet, and designer goods industries, Leopold has invented a concept of integrated IP enforcement that combines all forms of civil, criminal, customs, and cyber enforcement into a cohesive strategy. It makes corporate enforcement programs as efficient and effective as they can possibly be. His efforts to implement such integrated enforcement programs across countries have delivered remarkable results for his clients.

Aside from his client dedication Leopold is an ardent



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### Languages

English

German

Spanish

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### Practices

Intellectual Property

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mentor for young lawyers. As a member of Hogan Lovells' International Board, he had a particular responsibility for the promotion of young partners. In the same context, he has been a lecturer for IP law at Germany's top-ranked Bucerius Law School since 2003.

## Awards and rankings

- Intellectual Property: Trade marks and unfair competition, *Legal 500 EMEA*, 2019
- Intellectual Property: Trade Mark & Unfair Competition (Germany), *Chambers Global*, 2018-2019

## Latest thinking and events

- Published Works
  - Getting The Deal Through Automotive 2019 - Germany
- Awards and Rankings
  - Best Lawyers™ 2019: Hogan Lovells is ranked with 80 lawyers
- Press Releases
  - Hogan Lovells appoints Leopold von Gerlach as Chair
- Hogan Lovells Events
  - Going Global 2017
- News
  - V-log: Secondary Liability & File-Sharing the Blame
- Analysis
  - Combatting illegal pharma trade

## Industries

Consumer  
Life Sciences and Health Care  
TMT  
Private Capital

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## Areas of focus

False Advertising and Unfair Competition  
Getting the Deal Through: Automotive 2019  
IP Licensing, Commercialization, and Technology Transfer  
IP Litigation, Arbitration, and Alternative Dispute Resolution  
IP Rights in Transactions

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## Education and admissions

### Education

LMU Munich (Ludwig-Maximilians-Universität München)  
University of Pamplona

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## Accolades

Leopold is singled out for his terrific litigation practice.

*Who is Who Legal*

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Leopold von Gerlach will persecute manufacturers and distributors of

counterfeit goods to the end of the earth.

*World Trademark Reporter*

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“...von Gerlach has an unparalleled understanding of parallel import issues.”

*WTR 1000, 2019*

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