

Lloyd Parker

Regional Managing Partner - Asia-Pacific
Tokyo

Biography

Lloyd Parker is Regional Managing Partner, Asia-Pacific, and as a member of the firm's leadership team, is focused on achieving the firm's strategy in Asia-Pacific. Lloyd is also Head of our Intellectual Property, Media and Technology Practice Group in Asia-Pacific, and Office Managing Partner, Tokyo.

Lloyd's combination of experience in a variety of legal areas and business across a number of jurisdictions is a key differentiator which clients appreciate as he develops creative and commercial solutions to help clients achieve their legal and commercial objectives. In his early years as a lawyer Lloyd worked in litigation (including as an Associate to a Justice of the Supreme Court of Queensland), commercial/corporate, competition law and a wide variety of intellectual property laws. Building on his previous business studies in Australia and Japan, he then worked as a management consultant at one of the world's most famous management consultancy firms. Returning to law he proceeded to focus on intellectual property.

As leader of the region's Intellectual Property, Media and Technology Practice Group, Lloyd takes an innovative and client-led approach to problem solving. As one example, Lloyd created, and is leading our Total Brand Care concept which is designed to assist our clients in commercializing and protecting the value



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Languages

English
Japanese

Practices

Trademarks and Brands
Intellectual Property
Designs
Trade Secrets and Confidential
Know-how
IP Litigation, Arbitration, and
Alternative Dispute Resolution

Industries

and reputation of a company and their brands.

Today, with over 25 years of experience as an intellectual property lawyer, Lloyd is recognized by every independent legal directory as a “leading IP lawyer in Japan.”

Lloyd provides trademark portfolio management and enforcement counsel to clients in a broad range of industries and regularly works with the firm's global offices to offer multi-jurisdictional trademark advice (contentious and non-contentious) to clients.

Lloyd is also active in our Diversity & Inclusion and citizenship activities. For a number of years he has been leading our relationship with, and assistance to the Japanese Para-Sports Association and the Japan Riding Association for the Disabled.

Based in Tokyo, Lloyd has more than 35 years' association with Japan (including living and working in Japan for over 20 years). He is fluent in Japanese. He studied Japanese in Japan for two years—one year at Doshisha University and one year at Kyoto University of Foreign Studies.

Representative experience

Advising one of Japan's top automotive brands by revenue on global trademark portfolio management, including applications, office actions, oppositions, negotiations, and agreements in over 150 countries

Creating and implementing an international brand protection strategy for a leading Japanese company resulting in the seizure of over 250 million infringing goods worldwide

Advising Japanese electronics manufacturer on global trademark and design portfolio management, including searches, applications, negotiations with third party right holders and enforcement against infringers

Automotive

Consumer

Technology & Telecoms

Areas of focus

IP Rights in Transactions

Strategic Counseling and Portfolio Development

Education and admissions

Education

Kyoto University of Foreign Studies, 1994

Doshisha University, 1993

B.A., University of Queensland, 1992

LL.B., University of Queensland, with Honors, 1987

B.Com., University of Queensland, 1985

Memberships

Member, International Trademark Association (INTA)

Member, Japan Intellectual Property Association

Bar admissions and qualifications

Australia

Solicitor, England and Wales

Advising Japanese medical devices manufacturer on domain name registration and renewal, and global trademark portfolio management including clearance searches, applications, and registrations

Advising a leading Japanese electronics manufacturer on their global licence agreements

Advising one of the world's most famous food and beverage companies on the registration and protection of their brands

Awards and rankings

- Ranked among the top 30 trademark experts in the world, *Legal Media Group's Expert Guides to the Top 30 Practitioners Worldwide Per Practice Area - Best of the Best Global*, 2019
- Leading individual in Intellectual Property, *Legal 500 Asia-Pacific*, 2003-2020
- Leading individual in Intellectual Property, *Chambers Asia-Pacific*, 2007-2020
- Leading individual in Intellectual Property, *Chambers Global*, 2005-2020
- The Best Lawyers in Japan, Intellectual Property, *Best Lawyers*, 2017-2021
- Leading individual in Japan for Prosecution and Strategy, *World Trademark Review 1000*, 2015-2020
- IP Star for trademark/copyright, Managing Intellectual Property, *IP Stars*, 2014-2020
- Leading individual in Intellectual Property, *Who's Who Legal Japan*, 2014-2019
- Listed in, *World Trademark Review Global Leaders Guide*, 2019
- World IP Review Leader, 2015-2020

Latest thinking and events

- Webinar

Japan - Daiichi Tokyo Bar Association (Gaikokuho Jimu Bengoshi)

Court admissions

High Court of Australia

England and Wales

Supreme Court of Queensland

Accolades

Lloyd Parker is described as 'very impressive, in tune with the client's needs and open to suggestions.' He is experienced at taking on complex cross-border trade mark matters, especially those related to Asia and the Middle East.

Chambers Global 2016

An 'excellent all-rounder', 'client focused' practice head Lloyd Parker leads on trademark matters.

Legal 500 Asia Pacific 2016

He is excellent - he has a very strong passion in the field of trade marks and at the same time is very flexible in considering client requirements.

Chambers Asia-Pacific 2016

Lloyd Parker has an impressive track record assisting well-known

- A perfect storm? A panel discussion on handling a cybersecurity incident
- Awards and Rankings
 - Hogan Lovells wins in three categories at the ALB Japan Law Awards 2020
- Press Releases
 - Hogan Lovells announces changes to office, practice area, and industry sector leadership roles
- Analysis
 - Global Intellectual Property Outlook 2020 – Two steps forward and a look back
- Press Releases
 - Hogan Lovells Partners with the Japan Riding Association for the Disabled
- Events
 - New York: Global Trademark Seminar & Total Brand Care Online Platform Experience

multinational corporations with the management of global trade mark portfolios.

Chambers Asia-Pacific 2017

...a practitioner who is 'detailed, hard-working and understands how Japanese companies work.'

Chambers Asia-Pacific 2018

"understands Japanese companies well – what they need and how they want their services delivered"

*World Trademark Review 1000
2018*

Lloyd is recognized as a 'leading IP lawyer in Japan' by all the major legal directories

Chambers Asia-Pacific 2019
