

## Trademarks and Brands

Global rebrands. Expanding into new markets. Stopping counterfeit products at their source. Defending color marks or corporate names and identities.

From creative ideas to global recognition, brand management is at the heart of what we do. From prosecution to enforcement, strategy to litigation, we've got it covered.

These are just some of the things our 240 trademark professionals do on a daily basis. With a team of domain names practitioners, we offer an integrated approach to online brand management, in a world where online commerce is rivaling traditional routes to market.

We don't just execute. We look after your brand, providing valuable insight in challenging, but important, markets to help you succeed where others have failed.

### Representative experience

Advising Merck & Co., Inc. (Kenilworth, New Jersey, USA) in a trademark, domain name, and social media dispute with Merck KGaA. over use of the name "Merck" in Europe and U.S.

Managing Deutsche Telekom's global trademark and domain name portfolio. Advising on complex color mark and other non-traditional trademark litigation in Europe and U.S.

Advising one of Japan's largest car makers on major brand clearances and 3,000+ trademark applications in 40+ countries, coordinated from Tokyo.

### Key contacts

Imogen Fowler,  
Alicante

Lloyd Parker,  
Tokyo

Dr. Morten Petersenn,  
Hamburg

Anna Kurian Shaw,  
Washington, D.C.

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### Trending Topics

#### Global IP Outlook

Key changes in case law and market trends that will impact your business and how you manage your IP.

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#### Brand Benchmarking 2017

How brands around the world create, clear, file, protect, and enforce their trademarks. Learn more.

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Advising Estée Lauder on EU-wide trademark issues and obtaining a revolutionary order in Germany prohibiting the onward shipment to Russia of counterfeit goods in transit.

Advising Proctor & Gamble, and group companies, in connection with its portfolio of IP rights in Mexico; and successful anti-counterfeiting campaigns.

A global pharma company in seizing substantial consignment of counterfeit drugs in transit from China via Dubai to Europe. Perpetrators jailed. Obtained significant damages payments.

Advising one of the largest American multinational supermarket chains on trademark portfolio management in Mexico.

Representing the manufacturers of the Segway personal transporter in trademark litigation in the ITC and federal district court.

## Awards and rankings

- French Trademark Firm of the Year, *IAM/WTR Global IP Awards*, 2020
- German Trademark Litigation Firm of the Year, *IAM/WTR Global IP Awards*, 2020
- Global IP Firm of the Year, *Managing Intellectual Property Awards*, 2019 & 2018
- Ranked Band 1 for IP on a Global and Europe-wide level, *Chambers & Partners*, 2019
- Japan Foreign Firm of the Year, *Managing Intellectual Property Awards*, 2019 & 2018
- China Foreign Firm of the Year, *Managing Intellectual Property Awards*, 2019
- Japan Trademark Firm of the Year, *World Trademark Review Awards*, 2019
- IP Law Firm of the Year - Italy, *Legalcommunity IP & TMT Awards*, 2019 & 2018
- European Trademark Contentious Firm of the Year, *Managing Intellectual Property Global Awards*, 2018 &

## Areas of focus

FinTech

IP Rights in Transactions

IP Licensing,  
Commercialization, and  
Technology Transfer

Strategic Counseling and  
Portfolio Development

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2017

- Hong Kong Prosecution Firm of the Year, *Managing Intellectual Property Awards*, 2018
- International IP Law Firm of the Year, *ALB Japan Law Awards*, 2018 & 2017
- IP Team of the Year, *The Lawyer Awards*, 2018
- Germany - IP Law Firm of the Year, *JUVE Awards*, 2017
- Italy - Best IP Law Firm, *Toplegal Awards*, 2017

## Latest thinking and events

### Webinar

How to use your China IP strategy as a chemical company to capture global advantage

### Insights

Fighting online lockdown scams

### Insights

Proving genuine use of iconic marks: the TESTAROSSA pole position

### Hogan Lovells Publications

Podcast: Talking the cure

### Insights

Mexico: New Federal Law for the Protection of Industrial Property becomes effective November 5, 2020

### Webinar

Asia IP webinar 2020 – Recent trademark cases and trends you do not want to miss