

## Eugene Low

Partner

Hong Kong

### Biography

Eugene doesn't like sitting on things. He doesn't like sitting on the fence either. Eugene takes pride in delivering prompt, clear and pragmatic advice to clients.

Eugene leads our IPMT practice in Hong Kong. Eugene is also a key member of our China and Vietnam IPMT teams.

Eugene's practice covers a wide range of contentious and advisory work, with a particular focus on intellectual property and data privacy matters. Eugene handles litigation and regulatory investigations. His experience includes advising on some high-stake litigation and data breach incidents. Eugene also advises clients on how best to register, enforce and commercialise their intellectual property.

Eugene is appointed a domain name panelist by various arbitral institutions. He is also a notary public and an accredited mediator.

Given his diverse practice, Eugene has assisted clients in many industry sectors including technology, education, food & beverages, retail, luxury brands, financial institutions, sports (e-sports), gaming and entertainment.

### Representative experience



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### Languages

English  
Cantonese  
Mandarin

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### Practices

Copyright  
Domain Names  
Food Law  
Gaming Law  
Intellectual Property  
Marketing and Advertising  
Patents  
Privacy and Cybersecurity

Advised a major gaming software company in several successful arbitrations.

Advised on the handling of a headline data breach incident.

Advised on regulatory investigations under Trade Descriptions Ordinance, Personal Data (Privacy) Ordinance, Ombudsman Ordinance, Competition Ordinance.

Advised retailer operators and brand owners in setting up e-commerce platforms and customer loyalty schemes.

Advised various statutory bodies in Hong Kong on dispute-related work (e.g. regulatory investigations, contractual claims, judicial review) and matters involving IP and data privacy.

Represented Tencent in high-profile domain name dispute cases, including the successful recovery of weixin.com (WeChat in Chinese).

Litigating in Hong Kong (with Mareva injunctions against the defendants) in a copyright and encryption-circumvention case.

Acted for telecom clients in lawsuits concerning the recovery of unlawfully-charged licence fees.

## Awards and rankings

- Intellectual Property (China), *Chambers Global*, 2015-2019
- WTR 1000, 2019
- IP Stars, 2018-2019
- Copyright, *Client Choice Awards*, 2017
- China Business Law Journal, The A-List, 2017
- Deal of the Year (Tencent domain name case), *China Business Law Journal*, 2016
- Asia IP Profile, 2013-2014

Trademarks and Brands

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## Industries

Consumer

Education

Technology & Telecoms

Real Estate

Sports, Media & Entertainment

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## Areas of focus

Competition law in Hong Kong

Hogan Lovells China Desk

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## Education and admissions

### Education

LL.B., The London School of Economics

PCLL (Distinction), The University of Hong Kong

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## Memberships

Notary Public, Hong Kong Society of Notaries

Panelist, Hong Kong International Arbitration Centre

Panelist, Asian Domain Name Dispute Resolution Centre

Panelist, China International Economic and Trade Arbitration Centre

## Latest thinking and events

- News
  - Q&A: Why you should consider registering your copyright in China
- Insights
  - Dealing with social media influencers in China
- Webinar
  - The EU's Digital Services Act package – What you need to know
- Hogan Lovells Publications
  - Key perspectives for a virtual holiday shopping season
- News
  - China: what you need to know about the amended Copyright Law
- News
  - China's new Amended Patent Law and Draft Implementation Rules – all that was expected and more to come

Panelist, The Forum

Panelist, Asian International Arbitration Centre

Accredited Mediator, Hong Kong Mediation Accreditation Association Ltd

Accredited Mediator, Hong Kong International Arbitration Centre

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## Accolades

"Clear, concise and practical... always delivered in lightning-fast turnaround times. Never wordy, his advice is to-the-point and he goes the extra mile for his clients"

*World Trademark Review 2019*

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"Quick, pragmatic and smart", "Very responsive with in-depth industry knowledge"

*Managing Intellectual Property IP Stars 2019*

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