

## Intellectual Property

We live and breathe IP. And we are ready to resolve your intellectual property issues wherever and however they arise.

Your ideas. Your innovations. Your brand. Our IP practice understands that these assets make your business unique, and we know how to protect them.

There's a reason why more than half of the world's top 100 brands (*Financial Times*, 2018) have chosen us to represent them. With 400 IP professionals worldwide, we combine a global outlook with local knowledge across the life cycle of IP assets — from development to commercialization, and licensing through to maturity. But it's not how many lawyers we have; it's the way we work together that our clients really value.

Many of our lawyers hold advanced degrees in science and engineering, helping us to fully appreciate the products and processes in traditional industries, as well as emerging ones.

### 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 the U.S.

Acting for Lilly in the landmark patent dispute *Actavis v Eli Lilly*. The UK Supreme Court ruled in favor of Lilly, reversing two earlier decisions. Lilly was also successful in the German Supreme Court.

### Key contacts

Dr. Burkhart Goebel,  
Madrid

Dr. Morten Petersenn,  
Hamburg

Celine Jimenez Crowson,  
Washington, D.C.

Lloyd Parker,  
Tokyo

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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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#### Our Outlook on Global IP

A look at some of the opportunities and challenges in 2017.

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### Areas of focus

Representing leading technology giants in their multijurisdictional and local patent disputes, including BlackBerry, Dell, HTC, KPN, and Motorola.

Managing the EUTM portfolio and EUTM and Pan-European conflicts of multinational companies like Dell, Estée Lauder, Mars, Starbucks, Billabong, Kenneth Cole, Euronews, Asahi Europe, Ocean Spray, and Ferring.

Managing Deutsche Telekom's global trademark and domain name portfolio, and advising on complex color mark and other nontraditional trademark litigation in Europe and the U.S.

Representing uPI Semiconductor in a defense of an ITC enforcement proceeding brought by Richtek Technology involving Richtek's allegations of patent infringement and trade secret misappropriation.

Representing a U.S. game software company and its Chinese licensee to successfully obtain an interim injunction from Guangzhou IP Court against an infringing mobile game.

We filed and won the first paperless eUDRP case in a domain-name dispute before WIPO on behalf of a leading mobile phone manufacturer.

Advising SABMiller in the context of the mega merger between AB InBev and SABMiller – in which Asahi committed to acquire the Peroni, Grolsch, and Meantime brands globally.

Global IP counsel to the consortium of Audi AG, BMW Group, and Daimler AG on their €2.8bn acquisitions of Nokia's digital mapping unit HERE.

## 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,

False Advertising and Unfair Competition

Government Rights in Intellectual Property

FinTech

IP Rights in Transactions

IP Licensing, Commercialization, and Technology Transfer

Strategic Counseling and Portfolio Development

Media and Entertainment Litigation

Post-Grant Proceedings

Cell, Tissue, and Gene Therapies

Clinical Trials

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## Related practices

Copyright

Designs

Domain Names

Patents

Trademarks and Brands

Trade Secrets and Confidential Know-how

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## Related industries

Aerospace and Defense

Automotive

Consumer

Education

*Chambers & Partners, 2019*

- Germany Patent Contentious Firm of the Year, *Managing Intellectual Property Awards, 2019 & 2018*
- Japan Foreign Firm of the Year, *Managing Intellectual Property Awards, 2019 & 2018*
- China Foreign Firm of the Year, *Managing Intellectual Property Awards, 2019*
- Russia Patent Contentious Firm of the Year, *Managing Intellectual Property Awards, 2019*
- Germany Impact Case of the Year, *Managing Intellectual Property Awards, 2019*
- Germany Patent Litigation Firm of the Year, *IAM Patent 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 Patent Contentious Firm of the Year, *Managing Intellectual Property Awards, 2018*
- European Trademark Contentious Firm of the Year, *Managing Intellectual Property Global Awards, 2018 & 2017*
- China Copyright Firm of the Year, *Managing Intellectual Property Awards, 2018*
- Hong Kong Prosecution Firm of the Year, *Managing Intellectual Property Awards, 2018*
- IP Team of the Year, *The Lawyer Awards, 2018*
- UK Impact Case of the Year, *Managing Intellectual Property Awards, 2018*

Energy and Natural Resources

Financial Institutions

Insurance

Life Sciences and Health Care

Technology & Telecoms

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## Latest thinking and events

### Hogan Lovells Events

Moving at warp speed: Are you ready to go to market?

### 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

Beyond Brexit transition series

### Insights

Copyright Filtering Part II: Article 17 DSM Directive and German Copyright Law