

## Strategic Counseling and Portfolio Development

Launching a new product or going global? As your business develops and grows, we help assess the extent to which your IP is protected, avoiding exposure to misuse of unregistered IP rights.

We offer practical advice on how to develop and exploit IP assets, at home or abroad. We conduct audits to evaluate your IP portfolio, recommending steps to strengthen it or improve cost-efficiency. The strength and value of your IP can be pivotal in the context of a transaction.

We advise on non-infringement and invalidity positions with respect to patents. Should licensing discussions with a competitor not lead to an amicable conclusion, we provide you with appropriate litigation strategies.

### Representative experience

Managing the global domain name and trademark portfolio of online retailer eBay.

Advising adidas for many years on anticounterfeiting and the enforcement and protection of the company's iconic three-stripe brand in many jurisdictions in Asia and Europe.

Advising Mattel Inc. in relation to design portfolio management.

Advising Tencent in relation to various technology licensing and development matters.

### Contacts

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### Practices

Domain Names

Designs

Copyright

Patents

Trademarks and Brands

Intellectual Property

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## Latest thinking and events

### Press Releases

Hogan Lovells Continues Expansion of Boston Offering With Addition of Leading Life Sciences Intellectual Property Group

### News

How to Secure the Right Type of IP Protection for Wearable-Technology Products