

Dr. Burkhart Goebel

Partner
Madrid
Hamburg

Biography

Burkhart Goebel is the Global Head of the Hogan Lovells' Intellectual Property, Media and Technology practice.

He helps clients navigate the challenging seas of complex cross-border and multiple jurisdiction IP litigation. In his 25 years of experience, he has pleaded or acted as instructing counsel before senior courts in almost every jurisdiction in Europe, handling some of the largest multiple jurisdiction disputes in the history of IP litigation. He constantly draws on the experience and insights gained from these different jurisdictions to make each case a success. He knows how to avoid surprises – he's seen where the pitfalls lie and guides clients around them. Rare among IP litigators, Burkhart has particular expertise in IP-related public international law. Working closely with offices from Spain to Russia adds to his deep understanding of a wide range of legal issues and jurisdictions.

Burkhart has represented clients in preliminary rulings before the Court of Justice of the European Union arising from jurisdictions that include Austria, Finland, Germany, and the UK. He also has extensive experience advising on trade secrets, know how and development agreements.



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Languages

English
German
Spanish

Practices

Intellectual Property

Areas of focus

Hogan Lovells China Desk

Burkhart argued the lead case before the European Court of Human Rights establishing that both trademarks and trademark applications are protected through the property guarantees of the European Convention of Human Rights. He defended intellectual property before the WTO, and has litigated against the enforcement of several multilateral and bilateral treaties.

World Trademark Review (WTR) says that clients call Burkhart "...a phenomenal lawyer, strategist and litigator; he has a great demeanour, and is the most sophisticated lawyer we have ever worked with."

Representative experience

Advising one of the world's leading telecommunication companies on its global brand strategy and enforcement.

Representing one of the world's biggest financial institutions in a major trademark dispute concerning colour marks including before the Court of Justice of the EU.

Landmark decision from the Grand Chamber of the European Court of Human Rights protecting trademarks as fundamental property rights.

Advising one of the parties in the WTO dispute EU system for the protection of geographical indications.

Advising a spirits company in a multiple jurisdiction dispute on trademark confiscation following World War II.

Advising in a major color mark case in the USA.

Managing legal proceedings in nearly all European countries and the USA.

Managing multiple fundamental legal proceedings on non-traditional trademarks (color marks, 3-D marks,

Education and admissions

Education

Dr. iur., University of Freiburg, 2000

Visiting Scholar, Stanford Law School, 1996

Second State Exam in Law, Freiburg, 1995

LL.M., London School of Economics, 1993

First State Exam in Law, University of Freiburg, 1991

Accolades

"He is a global thinker who excels at formulating coherent international strategies."

World Trademark Review 1000,
2019

"Burkhart Goebel focuses his efforts on tricky IP tussles; experienced in ECJ and World Trade Organisation proceedings, he is also adept in suits before the German and Spanish national courts."

World Trademark Review 1000,
2018

He is highly regarded by peers for representing a number of domestic and international clients in design, trade mark and unfair competition

single letter marks, alphanumeric marks).

Numerous references for a preliminary ruling before the Court of Justice of the EU on trademark issues, geographic indications and on the Health Claims Regulation.

Advising on numerous landmark decisions on the scope of protection of geographic indications.

Advising on one of the biggest worldwide disputes concerning trademark rights and geographic indications.

Advising global oil majors on complex intellectual property matters.

Awards and rankings

- Intellectual Property: Patents, *Legal 500 EMEA*, 2018-2019
- Intellectual Property: Trade marks, *Legal 500 EMEA*, 2018-2019
- Intellectual Property: Patents & Trade Marks (Spain), *Chambers Global*, 2018-2019
- Intellectual Property (Expertise Based Abroad), *Chambers Global*, 2018-2019
- Intellectual Property: Patents & Trade Marks (Spain), *Chambers Europe*, 2012-2019
- Leading name in trademark law, *JUVE handbook*, 2016/2017
- Included for Intellectual Property Law, *Best Lawyers*, 2012-2020
- Included for Intellectual Property Law, *Edition Best Lawyers™ in Germany*, 2020
- IP Star for Trademarks, *Managing Intellectual Property*, 2016-2019
- Silver ranking in Enforcement and Litigation, *WTR 1000*, 2016-2019

proceedings.

Chambers Europe 2018

- Recommended Lawyer for Trademarks, *Who's Who Legal*, 2017-2019
- Recommended Lawyer for Trademarks, *Expert Guides*, 2019

Latest thinking and events

- Awards and Rankings
 - Best Lawyers™ Germany 2020: 86 Recognized Lawyers, five of them Lawyers of the Year
- Press Releases
 - Hogan Lovells boosts Amsterdam practice with leading IP hire
- Analysis
 - M&A 2018 in Review and 2019 Outlook: IP in the Mix
- Analysis
 - Global IP Outlook 2019 – Two Steps Forward and a Look Back
- News
 - Total Brand Care: The Power of Color
- Hogan Lovells Publications
 - Total Brand Care: The power of color *Total Brand Care*