

## Yvonne Draheim, LL.M. (Stellenbosch)

Partner  
Hamburg

### Biography

Yvonne Draheim focuses on intellectual property law. She has developed her practice to cover almost every type of contentious and advisory IP work in Germany, Europe and the US. Over the years, Yvonne has helped numerous renowned clients to prevent and resolve disputes in the areas of trademarks, unfair competition law, copyright, domain names and designs.

Given her diverse practice, Yvonne has assisted clients from various industry sectors including media, entertainment, food and beverages, energy, automotive, and agriculture. Her achievements have constantly been noticed by *Best Lawyers Germany*, *JUVE* and *The Legal 500 Germany*.

Besides her practical work, Yvonne also appreciates the more academic side of IP Law. She teaches Intellectual Property Law at the Bucerius Law School in Hamburg (International Master Program as well as German students) and comments on a number of provisions of the German Trademark Act in a renowned German trademark law commentary. She studied law at the University of Hamburg and obtained her Master's degree at the University of Stellenbosch/South Africa in 1996.

Yvonne is a member of the German Association for



### Phone

+49 40 419 93 218

### Fax

+49 40 419 93 200

### Email

[yvonne.draheim@hoganlovells.com](mailto:yvonne.draheim@hoganlovells.com)

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### Languages

English  
French  
German

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### Practices

Communications, Internet, and  
Media  
Consumer Law  
Copyright  
Designs  
Domain Names

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### Industries

Intellectual Property and Copyright (GRUR) and the International Trademark Association (INTA).  
Appreciating the value of Community Investment, Yvonne is the partner in charge of the inter-schools debating competition "Debate It!" in Hamburg. The program aims at improving pupils' verbal, writing and reading skills as well as helping them to develop their knowledge of current affairs, critical thinking skills and confidence.

## Representative experience

Representing Caterpillar Inc. in portfolio management, constant legal representation and advice as well as trademark litigation.

Representing Facebook, WhatsApp and Instagram in trademark and company name, in particular domain name matters.

Representing a worldwide leading international energy company in portfolio management, constant legal representation and advice.

Representing H&M in portfolio management, constant legal representation and advice in trademark, design and unfair competition litigation.

Representing Merck & Co. Inc. in IP litigation, namely representation and advice in global cross-border infringement proceedings regarding name rights.

Legal representation and advice of Philips in court proceedings, inter alia against Remington re protectability of three-headed shavers.

Representing ProSiebenSat.1 Group in portfolio management, constant legal representation and advice, trademark clearance and launches, trademark litigation.

## Awards and rankings

- Frequently mentioned lawyer for Intellectual Property Rights, *kanzleimonitor.de*, 2018/2019

Automotive and Mobility  
Consumer  
Energy and Natural Resources  
Life Sciences and Health Care

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## Areas of focus

Advertising and Copy Clearance  
Broadband, Internet, and E-commerce  
Connected Cars  
False Advertising and Unfair Competition  
Fashion and Luxury Brands  
Food and Beverages

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## Education and admissions

### Education

LL.M., University of Stellenbosch, 1996

University of Hamburg, 1994

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## Memberships

German Association for Intellectual Property and Copyright (GRUR)  
International Trademark Association (INTA)

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## Accolades

"Tough, but a fair colleague."  
(Competitor)

- Recommended as top lawyer for Intellectual Property Law and Media law, *Best Lawyers™*, 2020
- Frequently recommended lawyer for trademark and unfair competition law, *JUVE handbook*, 2019/2020
- Recommended lawyer for trademark and unfair competition law, *Legal 500 Germany*, 2020

## Latest thinking and events

- News
  - Germany: New relative grounds proceedings for the declaration of invalidity of a trademark
- Hogan Lovells Publications
  - Trending topics in retail and fashion
- Hogan Lovells Publications
  - The holiday shopping rush is here – Eight things retailers need to know this season *Consumer Alert*
- Hogan Lovells Publications
  - Influencer Snapshot: Getting a handle on social media influencers
- News
  - Watch: How blockchain could disrupt the fashion industry
- Insights
  - How blockchain might change the fashion industry – and safeguard the authenticity of your goods

*JUVE handbook, 2015/2016*

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"Andreas Bothe and Yvonne Draheim are praised as 'proactive experts at the highest level'."

*Legal 500 Germany, 2016*

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