

## Imogen Fowler

Office Managing Partner

Alicante

### Biography

Imogen Fowler works with brand owners to proactively protect and enforce their trademarks and designs across Europe and globally, from brand inception and strategy through to searching, filing, enforcement, anti-counterfeiting and commercialization. Based in Alicante, Spain, the home of the European Union Intellectual Property Office, Imogen advises clients in multiple European languages and has extensive experience in intellectual property laws across the Europe region.

Having managed the prosecution and enforcement of more than 25,000 trademarks and 5,000 designs across the Europe region for Mars, one of the world's largest FMCG companies, in an outsourced role, Imogen understands how to work alongside business teams to develop new brands, manage risks and drive brand recognition. She also manages the European and global portfolios of many other well-known and innovative brand owners in the FMCG, food and beverage, fashion and luxury goods, life sciences, TMT and media and entertainment industries.

She has extensive experience in handling European Union trademark and design matters, including achieving registration of non-traditional trade marks such as position marks and colour marks and advising on complex strategies in European Union trademark



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### Languages

English  
Italian  
French  
Spanish

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### Practices

Designs  
Intellectual Property  
Trademarks and Brands  
IP Litigation, Arbitration, and  
Alternative Dispute Resolution

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### Industries

Consumer

oppositions and cancellations. She also regularly handles appeals from decisions of the European Union Intellectual Property Office to the General Court in Luxembourg. Triple qualified as a solicitor in England and Wales, Ireland and New Zealand, clients describe Imogen as 'a truly engaged business partner' and say that "Her ability to navigate complex IP matters and disseminate them into practical, understandable advice is impeccable."

## Representative experience

Managing the global trade mark portfolios of Ocean Spray, Asahi Europe, and Gamesys, and the European portfolios of multiple well-known brand owners.

Successfully enforcing adidas' famous 3-stripes mark against a 2-stripe mark in appeals before the Court of Justice, Europe's highest court.

Advising Starbucks on pan-European clearance, prosecution & enforcement, and enforcing its famous siren device against a lookalike in an appeal before the General Court.

Advising Netflix on European title clearance and managing its EU trade mark portfolio.

Advising clothing manufacturer Billabong on all aspects of pan-European brand strategy, portfolio management, and enforcement.

Handling the EU trade mark portfolio of the Mars group of companies and acting for Mars in relation to EU-wide clearance and strategic enforcement matters.

## Awards and rankings

- Intellectual Property: Patents & Trade Marks, Recognised Practitioner, *Chambers Europe*, 2019-2021
- Intellectual Property: Patents & Trade Marks (Spain),

Financial Institutions

Life Sciences and Health Care

Technology & Telecoms

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## Areas of focus

IP Rights in Transactions

Strategic Counseling and Portfolio Development

IP Licensing, Commercialization, and Technology Transfer

Fashion and Luxury Brands

Retail and Consumer Goods

Food and Beverages

Medical Devices

Pharmaceuticals and Biotechnology

Hospitals and Health Care Providers

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## Education and admissions

### Education

B.A., The University of Auckland, 2000

LL.B., The University of Auckland, 2000

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## Memberships

INTA

MARQUES

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## Accolades

Recognised Practitioner, *Chambers Global*, 2018-2019

- Intellectual Property: Trade marks, *Legal 500 EMEA*, 2014-2019 and 2021
- Intellectual Property: Patents, *Legal 500 EMEA*, 2021
- Ranked Gold in Prosecution and Strategy, *WTR 1000*, 2018-2021
- Trademarks, *Who's Who Legal*, 2018-2021
- IP Star for Trademarks, *Managing Intellectual Property*, 2017-2020
- Women in Business Law (Trademark), *Expert Guides*, 2019-2020
- Trademarks, *Client Choice Awards*, 2018
- Winner of Trademark Thought Leader award, *Who's Who Legal*, 2017

## Latest thinking and events

- Insights
  - GC puts a deep wrinkle in Allergan's derma filler, revoking its JUVEDERM ULTRA EUTM in class 10
- Insights
  - No Deal Brexit: 5 key changes to your EU trade marks to look out for on 1 Jan 2021
- Insights
  - Red flags for registering and maintaining trademark protection for abstract colour in the EU
- News
  - EU customs enforcement: EORI number now mandatory in new applications for action
- News
  - COVID-19 IP update: Intellectual Property Office developments (UK & EPO updated)
- Insights
  - Descriptiveness of non-EU languages for EU trademarks: PLOMBIR out cold

Clients warmly endorse Imogen Fowler at Hogan Lovells for her "technical know-how, commerciality and crystal clear communication". She is "running the show" in Alicante, thanks to her broad experience managing global trademark and design strategies.

*Who's Who Legal, Trademarks, 2018*

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"Managing global portfolios with aplomb, the 'absolutely outstanding' Imogen Fowler garners warm applause...She is technically excellent, incredibly responsive and a pleasure to deal with'."

*World Trademark Review 1000, Spain, 2018*

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"The firm's offices in Spain form the hub of an ultra-slick and sophisticated European practice; Alicante partners Imogen Fowler and Andreas Renck are certainly worth highlighting as two of the most knowledgeable EU trademark experts in the world. "

*World Trademark Review 1000, Spain, 2018*

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'What clients said: 'She provides extremely commercial advice in a very user-friendly way and, importantly for us, assesses risk

based on her excellent knowledge of our industry, similar industries and the current legal landscape.'

*ILO Client Choice*

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