

## Intellectual Property

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.

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

### 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

---

### Trending Topics

#### LimeGreen IP

An overview of IP law and related procedures, and how these may differ from country to country.

---

#### Global IP Outlook

Key changes in case law and market trends that will impact your business and how you manage your IP.

---

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

- Global IP Firm of the Year, *Managing Intellectual Property Awards*, 2019 & 2018
- Ranked Band 1 for IP on a Global and Europe-wide level, *Chambers & Partners*, 2019
- Germany Patent Contentious Firm of the Year, *Managing Intellectual Property Awards*, 2019 & 2018
- Japan Foreign Firm of the Year, *Managing Intellectual*

## Our Outlook on Global IP

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

---

## LimeGreen IP News

---

## Areas of focus

- False Advertising and Unfair Competition
  - Government Rights in Intellectual Property
  - FinTech
  - International Trade Commission
  - IP Litigation, Arbitration, and Alternative Dispute Resolution
  - IP Rights in Transactions
  - IP Licensing, Commercialization, and Technology Transfer
  - Strategic Counseling and Portfolio Development
  - Media and Entertainment Litigation
  - Post-Grant Proceedings
- 

## Related practices

- Copyright
- Designs
- Domain Names
- Patents

*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*

## Latest thinking and events

### Media Mention

Brand Battles: Starbucks Aims To Sink 'Siren' Trademark  
*Law360*

### Hogan Lovells Publications

Hogan Lovells standard essential patent update – August 2019  
*LimeGreen IP News*

### Published Works

Biopharma Patents Could Be Compromised Under Update

Trademarks and Brands

Trade Secrets and  
Confidential Know-how

---

## Related industries

Aerospace, Defense, and  
Government Services

Automotive and Mobility

Consumer

Education

Energy and Natural  
Resources

Financial Institutions

Insurance

Life Sciences and Health  
Care

TMT

---

Legislation

*Bloomberg Law*

Published Works

Some IP Attorneys Welcome Our Inventive Robot Overlords

*Law.com*

Sponsorships and Speaking Engagements

Patent Masters Symposium

Sponsorships and Speaking Engagements

Intellectual Property Owners Association 47th Annual Meeting