

Laura Alvarez Otero

Associate

London

Biography

Laura advises clients on protecting, exploiting and enforcing their IP rights. She is part of our London Brands team within the Intellectual Property Media and Technology practice.

World Trademark Review described the UK team as a *"global IP powerhouse"* being *"home to, arguably, the best IP team on the market"* in its 2024 ranking.

Laura enjoys digging into challenging legal issues and delivering commercial, practical advice. She is involved in a wide range of litigious, corporate and advisory work, her key focus areas being trade marks, design rights and copyright.

Representative experience

Acting for adidas in the UK High Court action of a global trade mark dispute with US fashion house Thom Browne.

Representing a major online marketplace provider before the Supreme Court in the leading UK case on the concept of "targeting".

Acting for several global consumer brands on clearance, strategic protection and enforcement of their brands, including YUM! Brands, Caterpillar and Boardriders.

Advising on a copyright dispute over fashion in the Metaverse involving a leading digital fashion house.



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Languages

English
Spanish

Practices

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

Industries

Consumer
Technology and Telecoms

Acting for clients in oppositions, invalidity actions, co-existence and settlement negotiations.

Counselling clients on the challenges and opportunities when employing AI tools, specifically in the consumer goods and music industries.

Advising on the intellectual property aspects of a range of high profile corporate and commercial transactions.

Latest thinking and events

- Press releases
 - Hogan Lovells advises the Cygna Labs group's UK add-on acquisition of the DDI business from the NCC group
- Insights and Analysis
 - On the look-out for lookalikes
- News
 - London Brands Seminar: NFTs and the Metaverse

Areas of focus

Fashion and Luxury Brands

IP Rights in Transactions

Media and Entertainment

Retail and Consumer Goods

Artificial Intelligence

Education and admissions

Education

Postgraduate Diploma in Intellectual Property Law and Practice, University of Oxford, 2023

Legal Practice Course, BPP University Law School, 2018

Graduate Diploma in Law, BPP University, 2017

BSc, Economics and Philosophy, London School of Economics, 2016

Bar admissions and qualifications

Solicitor, England and Wales
