

Andreas Bothe

Partner

Hamburg

Biography

Andreas Bothe has 25 years experience as an IP litigator. As an authority in intellectual property law he puts a particular emphasis on trademark as well as unfair competition law, copyrights, designs and domain names. As leading litigator in adversarial proceedings, Andreas is a fighter. However, often his open and direct approach and his pleasant manners help him to win trademark trials. He is renowned for his outstanding negotiating skills. You will not find a reference book in which he is not highly recommended.

He provides strategic advice on the development and protection of trademarks and company rights. In doing so, Andreas covers the trademark research up to the actual filing for trademark registration and the launching of your product. He and his team are there for you every step of the way, both at home and abroad.

Andreas also consults you extensively in all legal matters, e.g. the planning of advertising campaigns or the drafting of contracts. Given his diverse practice, Andreas has – nationally and internationally – assisted high profile clients from many industry sectors including technology, food and beverages, hospitality, fashion and luxury goods, financial institutions and pharmaceuticals.

The passion for IP rights led Andreas to join the German Association for the Protection of Industrial Property and Copyright, where he has served as president on the executive board for the Northern



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Languages

English

German

Practices

Commercial

Copyright

Domain Names

Food Law

Intellectual Property

IT Law

Litigation Services

Pharmaceuticals and Biotechnology
Regulatory

Trade Secrets and Confidential
Know-how

region for years. Furthermore, Andreas is member of the Executive Board and of the Expert Group for Unfair Competition and Trademarks.

WTR 1000 (2019) names Germany group head Andreas Bothe as the go-to choice of Merck & Co. "Clients really appreciate his accessibility, responsiveness, cost-consciousness, down-to-earth attitude and overall hands-on approach. His advice always comes customised, taking into account the specific company's intricacies, internal politics and preferences. It's also really important that his team hasn't changed much over the years."

Representative experience

Acting for Philips in proceedings in Germany as part of the global dispute with Remington over designs protected by Philips' trademarks.

Representing the "Trial of the century" between the corresponding pharmaceutical companies Merck.

Representing a worldwide producer of medical devices in numerous trials concerning color and three-dimensional marks worldwide.

Representing Vorwerk on successful product launches and rebranding projects.

Representing Senvion on successful name changes, brand implementation and product launches.

Awards and rankings

- Intellectual Property: Trade Mark & Unfair Competition, *Chambers Global*, 2018-2020
- Included for Intellectual Property law, *Edition Best Lawyers™ in Germany*, 2020
- Included for Media Law, *Edition Best Lawyers™ in Germany*, 2020
- Recommended lawyer for Trademark and Competition Law, *Legal 500 Germany*, 2019
- Leading individual for Trademark Law, *Legal 500 Germany*, 2021

Trademarks and Brands

Technology Litigation

IP Litigation, Arbitration, and
Alternative Dispute Resolution

Industries

Consumer

Insurance

Life Sciences and Health Care

Technology and Telecoms

Areas of focus

Advertising and Copy Clearance

IP Licensing, Commercialization, and
Technology Transfer

Strategic Counseling and Portfolio
Development

Media and Entertainment

Education and admissions

Education

University of Münster

Memberships

Member, Executive Board German
Association for the Protection of
Industrial Property and Copyright

President, Northern District Group,
German Association for the
Protection of Industrial Property and
Copyright

Expert, Expert Group for Unfair
Competition and Trademark Law

- Recommended lawyer for Trademark and Competition Law, *Legal 500 Germany*, 2021
- Leading individual for Trademarks, *WTR 1000 Germany*, 2021
- Leading individual for trademark law, *Legal 500 Germany*, 2022
- Recommended lawyer for competition law, *Legal 500 Germany*, 2022
- Leading individual for trademarks, Germany, *WTR 1000, Germany*, 2022
- Recommended lawyer for trade mark & unfair competition, *Chambers Europe & Global*, 2022

Latest thinking and events

- Insights
 - IPunkt – German Language (Deutsch) IP Newsletter Jan 2019

Court admissions

Germany
