

## Anne Schmitt, LL.M. (Oslo)

Senior Associate

Frankfurt

### Biography

Anne Schmitt focuses on the field of intellectual property law. Here, she mainly advises and represents clients in trademark, unfair competition and copyright law – both in court as well as in out-of-court disputes. In particular, she advises leading companies in the area of cosmetics and consumer goods as well as the automotive sector. One focus of her work is the international enforcement and defence of her clients' rights, in particular in the area of product imitations and combating infringements on the internet.

Anne also provides strategic trademark advice and drafts licensing agreements. This is particularly the case during and after transactions, which she accompanies with a view to IP/IT and data protection compliance.

Anne is a lecturer at Darmstadt University of Applied Sciences with a focus on issues of IP contract drafting. Before joining our firm, Anne studied law at the University of Freiburg, Germany. During her legal traineeship (Rechtsreferendariat) at the Regional Court of Mainz, she was already a member of our Intellectual Property, Media & Technology (IPMT) practice group in our Frankfurt office.

### Representative experience

Advising and litigation in cases of unfair competition and product counterfeiting, especially in the field of preliminary injunctions, for a well-known Austrian company.



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### Languages

German

English

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### Practices

Intellectual Property

Marketing and Advertising

Trademarks and Brands

Commercial Litigation

Privacy and Cybersecurity

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### Industries

Automotive and Mobility

Consumer

Life Sciences and Health Care

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Long-term competition law advice to a globally active company in the consumer goods sector, especially also representation in litigious matters.

Ongoing advice to a well-known cosmetics company on the enforcement of trademark rights.

Long-standing advice to a cosmetics company on advertising law matters, as well as representation in disputes in and out of court.

Advising an automobile manufacturer on advertising campaigns.

## Latest thinking and events

- Press releases
  - Hogan Lovells advises Aareon AG on the acquisition of all shares in Locoia GmbH
- Press releases
  - Hogan Lovells advises VALOREO on transaction with Razor
- Press releases
  - Hogan Lovells advises UBS Asset Management and Northern Fiber Holding on acquisition of sewikom
- Press releases
  - Hogan Lovells advises DTCP on major investment in data center operator maincubes
- Press releases
  - Hogan Lovells advises Borromin on the acquisition of a stake in AES group
- Press releases
  - Hogan Lovells advises DWS on major investment in Deutsche GigaNetz

## Areas of focus

Media and Entertainment

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## Education and admissions

### Education

Second State Exam in Law, State of Rhineland-Palatinate, 2015

LL.M., University of Oslo, 2013

First State Exam in Law, University of Freiburg, 2012

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