

## Samantha C. Brinkhuis

Partner

Amsterdam

### Biography

Samantha Brinkhuis has extensive experience in both IP litigation and IP transactions, advising some of the world's most recognizable names in the consumer and technology industries. She combines her legal skills and knowledge with specific industry know-how to provide clients with business-savvy and tailored solutions.

Samantha has a broad IP litigation practice. She regularly advises major brand owners on all aspects of local and multijurisdictional trademark enforcement, litigation and strategy. Her practice also encompasses related fields such as copyright, design, database and unfair competition. In addition, she has particular expertise assisting clients with media and advertising legal challenges.

Samantha has also developed a strong practice in the area of IP licensing and has advised clients on the IP aspects of various complex commercial and corporate transactions in the technology and consumer industries.

Prior to joining Hogan Lovells, Samantha gained nearly 10 years of experience at a major Dutch law firm, including a period spent in their New York office.

### Representative experience

Representing three of the world's largest consumer goods companies in trademark disputes.\*

Representing a major technology company in arbitration proceedings concerning database rights.\*



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### Languages

English  
Dutch

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### Practices

Intellectual Property  
Trademarks and Brands  
Copyright  
IP and Technology Transactions  
Trade Secrets and Confidential Know-how  
Marketing and Advertising  
IP Litigation, Arbitration, and Alternative Dispute Resolution

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### Industries

Advising multiple companies in industries ranging from automotive to consumer goods on their global IP strategy and enforcement.\*

Representing national and international fashion industry companies in disputes relating to IP and distribution issues.\*

Representing a watch company in anti-counterfeit litigation and advising on anti-counterfeiting strategy.\*

Representing an international food retail group in a software license dispute, also involving the preparation of a new license agreement.\*

Advising companies in the consumer goods industry on their advertising strategy and representing them before the Advertising Code Committee.\*

Lead counsel in a major cross-border dispute, with legal proceedings in 12 European jurisdictions.\*

Advising a multinational technology company on the IP aspects of its US\$2bn sale of 80.1% of its lighting components division.\*

\*Matter handled prior to joining Hogan Lovells.

## Awards and rankings

- Intellectual property: trademarks, copyrights and design rights, *Legal 500*, 2018 - 2023
- Healthcare and life sciences (Netherlands), Recommended, *Legal 500 EMEA*, 2020
- Intellectual Property General Mostly Trademark/Copyright, *Chambers Global*, 2024

## Latest thinking and events

- News
  - Launching our Digital Transformation Academy: interactive insights
- News
  - Comparative Trademark Tool: Trademark systems in 111 countries
- News

Consumer

Technology and Telecoms

Sports, Media and Entertainment

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## Areas of focus

False Advertising and Unfair Competition

Strategic Counseling and Portfolio Development

IP Rights in Transactions

Fashion and Luxury Brands

Retail and Consumer Goods

Food and Beverages

Electronics and Consumer Appliances

Media and Entertainment

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## Education and admissions

### Education

LL.M. (Hons), Erasmus University Rotterdam, 2009

MSc (Hons), Erasmus University Rotterdam, 2008

LL.B., Erasmus University Rotterdam, 2007

BSc (Hons), Erasmus University Rotterdam, 2006

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## Memberships

Marques

BMM

The Advertising Law Association

INTA

- TM111 tool: Trademark systems in 111 countries
- Insights and Analysis
  - Influencer marketing: new rules applicable in the Netherlands
- Press releases
  - Hogan Lovells advises Maguar Capital on its investment and strategic partnership with Effectory
- Press releases
  - Hogan Lovells advises CureVac on the acquisition of Frame Therapeutics

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## Bar admissions and qualifications

Amsterdam

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## Court admissions

Courts of the Netherlands

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## Accolades

Samantha meticulously analyzed the case, identifying risk and opportunities, and provided us with a well-crafted strategy to protect our rights.

*Chambers Global 2024*

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Brinkhuis always brings high energy and superb wisdom to the table.

*World Trademark Review 2024*

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