

Dr. Burkhart Goebel

Partner

Madrid

Hamburg

Biography

Burkhart Goebel is the Global Head of the Hogan Lovells Intellectual Property, Media and Technology practice.

He helps clients navigate the challenging seas of complex cross-border and multiple jurisdiction IP litigation. In his 25 years of experience, he has pleaded or acted as instructing counsel before senior courts in almost every jurisdiction in Europe, handling some of the largest multiple jurisdiction disputes in the history of IP litigation. He constantly draws on the experience and insights gained from these different jurisdictions to make each case a success. He knows how to avoid surprises – he's seen where the pitfalls lie and guides clients around them. Rare among IP litigators, Burkhart has particular expertise in IP-related public international law. Working closely with offices from Spain to Russia adds to his deep understanding of a wide range of legal issues and jurisdictions.

Burkhart has represented clients in preliminary rulings before the Court of Justice of the European Union arising from jurisdictions that include Austria, Finland, Germany, and the UK. He also has extensive experience advising on trade secrets, know how and development agreements.

Burkhart argued the lead case before the European Court of Human Rights establishing that both



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Languages

English

German

Spanish

Practices

Intellectual Property

Areas of focus

Hogan Lovells China Desk

Education and admissions

Education

Dr. iur., University of Freiburg, 2000

trademarks and trademark applications are protected through the property guarantees of the European Convention of Human Rights. He defended intellectual property before the WTO, and has litigated against the enforcement of several multilateral and bilateral treaties.

World Trademark Review (WTR) says that clients call Burkhardt "...a phenomenal lawyer, strategist and litigator; he has a great demeanour, and is the most sophisticated lawyer we have ever worked with."

Representative experience

Advising one of the world's leading telecommunication companies on its global brand strategy and enforcement.

Representing one of the world's biggest financial institutions in a major trademark dispute concerning colour marks including before the Court of Justice of the EU.

Landmark decision from the Grand Chamber of the European Court of Human Rights protecting trademarks as fundamental property rights.

Advising one of the parties in the WTO dispute EU system for the protection of geographical indications.

Advising a spirits company in a multiple jurisdiction dispute on trademark confiscation following World War II.

Advising in a major color mark case in the USA.

Managing legal proceedings in nearly all European countries and the USA.

Managing multiple fundamental legal proceedings on non-traditional trademarks (color marks, 3-D marks, single letter marks, alphanumeric marks).

Numerous references for a preliminary ruling before the Court of Justice of the EU on trademark issues, geographic indications and on the Health Claims Regulation.

Visiting Scholar, Stanford Law School, 1996

Second State Exam in Law, Freiburg, 1995

LL.M., London School of Economics, 1993

First State Exam in Law, University of Freiburg, 1991

Advising on numerous landmark decisions on the scope of protection of geographic indications.

Advising on one of the biggest worldwide disputes concerning trademark rights and geographic indications.

Advising global oil majors on complex intellectual property matters.

Awards and rankings

- Recommended for Intellectual Property: Patents (Spain), *Legal 500 EMEA*, 2010-2021
- Recommended for Intellectual Property: Trade marks (Spain), *Legal 500 EMEA*, 2010-2021
- Recommended for Intellectual Property: Copyright (Spain), *Legal 500 EMEA*, 2010-2018
- Recommended for Information technology: Data protection (Germany), *Legal 500 EMEA*, 2020
- Recommended for Intellectual property: Patent litigation (Germany), *Legal 500 EMEA*, 2020
- Recommended for Intellectual property: Unfair competition (Germany), *Legal 500 EMEA*, 2020
- Recommended for Intellectual property: Trade marks (Germany), *Legal 500 EMEA*, 2020
- Intellectual Property: Patents & Trade Marks (Spain), *Chambers Global*, 2018-2021
- Intellectual Property (Expertise Based Abroad in Germany), *Chambers Global*, 2018-2021
- Intellectual Property (Foreign expertise in Germany), *Chambers Global*, 2019-2021
- Intellectual Property: Patents & Trade Marks (Spain), *Chambers Europe*, 2012-2021
- Silver ranking in Enforcement and Litigation, *WTR 1000*, 2013, 2016-2021
- Recommended Lawyer for Trademarks, *Who's Who Legal*, 2017-2021
- IP Star for Trademarks, *Managing Intellectual Property*, 2016-2020
- Recommended Lawyer for Trademarks, *Expert*

Guides, 2019

- Leading name in trademark law, *JUVE handbook*, 2016/2017
- Leading individual for trademarks (Germany), *WTR 1000*, 2022
- WTR Global Leaders 2022 (Germany and Spain), *WTR Global Leaders Ranking*, 2022

Latest thinking and events

- Webinar
 - Your brand and the world – global opportunities, challenges and developments
- News
 - Legal confusion on essentially derived varieties must be cleared up for the sake of innovation
- Publications
 - Essentially derived varieties: critical concept for protecting plant varieties or chilling effect on innovation?
- Press Releases
 - Hogan Lovells announces new management team and Board appointments
- Webinar
 - The EU's Digital Services Act package - What you need to know
- Webinar
 - The EU's Digital Services Act package – What you need to know