

Intellectual Property, Media, and Technology

Your ideas. Your innovations. Your brand. Our IP practice understands that these assets make your business unique, and we know how to protect them.

There's a reason why more than half of the world's top 100 brands (*Financial Times*, 2018) have chosen us to represent them. With 400 IP professionals worldwide, we combine a global outlook with local knowledge across the life cycle of IP assets — from development to commercialization, and licensing through to maturity. But it's not how many lawyers we have; it's the way we work together that our clients really value.

Many of our lawyers hold advanced degrees in science and engineering, helping us to fully appreciate the products and processes in traditional industries, as well as emerging ones.

Representative experience

Secured unanimous jury verdict on behalf of PPG Industries in a multi-patent competitor dispute.

Led LGES to US\$1.8billion settlement in an U.S. ITC Section 337 investigation.

Secured major victories for tech company in global patent dispute actions in the U.S., Germany, UK, and the Netherlands.

Key contacts

Dr. Burkhard Goebel,
Madrid

Miriam Gundt, LL.M. (Aberdeen),
Dusseldorf

Celine Jimenez Crowson,
Washington, D.C.

Helen Xia (Shanghai IP Agency),
Beijing

Audrey Haroz Reed,
Washington, D.C.

Trending Topics

Global IP Outlook

Key changes in case law and market trends that will impact your business and how you manage your IP.

IP FinTech Guide

Our Outlook on Global IP

A look at some of the opportunities and challenges in 2017.

Advising Merck & Co., Inc. (Kenilworth, New Jersey, USA) in a trademark, domain name, and social media dispute with Merck KGaA. over use of the name "Merck" in Europe and the U.S.

Acting for Lilly in the landmark patent dispute Actavis v Eli Lilly. The UK Supreme Court ruled in favor of Lilly, reversing two earlier decisions. Lilly was also successful in the German Supreme Court.

Managing the EUTM portfolio and EUTM and Pan-European conflicts of multinational companies like Dell, Estée Lauder, Mars, Starbucks, Billabong, Kenneth Cole, Euronews, Asahi Europe, Ocean Spray, and Ferring.

Managing Deutsche Telekom's global trademark and domain name portfolio, and advising on complex color mark and other nontraditional trademark litigation in Europe and the U.S.

Representing uPI Semiconductor in a defense of an ITC enforcement proceeding brought by Richtek Technology involving Richtek's allegations of patent infringement and trade secret misappropriation.

Representing a U.S. game software company and its Chinese licensee to successfully obtain an interim injunction from Guangzhou IP Court against an infringing mobile game.

We filed and won the first paperless eUDRP case in a domain-name dispute before WIPO on behalf of a leading mobile phone manufacturer.

Advising SABMiller in the context of the mega merger between AB InBev and SABMiller – in which Asahi committed to acquire the Peroni, Grolsch, and Meantime brands globally.

Global IP counsel to the consortium of Audi AG, BMW Group, and Daimler AG on their €2.8bn acquisitions of Nokia's digital mapping unit HERE.

Awards and rankings

- IP Law Firm of the Year - Italy, *Legalcommunity IP & TMT Awards*, 2018 - 2021

Areas of focus

False Advertising and Unfair Competition

Government Rights in Intellectual Property

IP Rights in Transactions

IP Licensing, Commercialization, and Technology Transfer

Strategic Counseling and Portfolio Development

Nuclear Funding Opportunities and Government R&D Agreements

Media and Entertainment

Post-Grant Proceedings

Cell, Tissue, and Gene Therapies

Clinical Trials

Related industries

Aerospace and Defense

Automotive

Consumer

Manufacturing and Industrials

Education

Energy and Natural Resources

Financial Institutions

Insurance

Life Sciences and Health Care

Sports, Media and Entertainment

Technology and Telecoms

Transport and Logistics

- French Trademark Firm of the Year, *IAM/WTR Global IP Awards, 2020*
- German Trademark Litigation Firm of the Year, *IAM/WTR Global IP Awards, 2020*
- Global IP Firm of the Year, *Managing Intellectual Property Awards, 2018 & 2019*
- Germany Patent Contentious Firm of the Year, *Managing Intellectual Property Awards, 2019 & 2018*
- Japan Foreign Firm of the Year, *Managing Intellectual Property Awards, 2020-2018 & 2016*
- China Foreign Firm of the Year, *Managing Intellectual Property Awards, 2019*
- Russia Patent Contentious Firm of the Year, *Managing Intellectual Property Awards, 2019*
- Germany Impact Case of the Year, *Managing Intellectual Property Awards, 2019*
- Germany Patent Litigation Firm of the Year, *IAM Patent Awards, 2019*
- Japan Trademark Firm of the Year, *World Trademark Review Global IP Awards, 2019*
- European Patent Contentious Firm of the Year, *Managing Intellectual Property Awards, 2018*
- China Copyright Firm of the Year, *Managing Intellectual Property Awards, 2018*
- Hong Kong Prosecution Firm of the Year, *Managing Intellectual Property Awards, 2018*
- IP Team of the Year, *The Lawyer Awards, 2018*
- UK Impact Case of the Year, *Managing Intellectual Property Awards, 2018*

Latest thinking and events

Insights

It's here now: European Parliament adopts Digital Services Act

News

Dutch Council of State evades clarification on purely commercial interests, uncertainty continues

Press Releases

Hogan Lovells team advises Gilead Sciences in a strategic research collaboration with Dragonfly Therapeutics to develop natural killer cell engagers in oncology and inflammation

Press Releases

Hogan Lovells launches new German Foreign Investment Control Guide

Press Releases

Hogan Lovells advises DWS on major investment in Deutsche GigaNetz

Hogan Lovells Podcasts

Podcast: Talking the cure