

## Emily Sharkey

Counsel  
London

### Biography

Emily is a dynamic, commercially minded IP lawyer, who prides herself in giving practical, solutions driven advice. She helps clients to protect, commercialise and enforce their brands and related intellectual property rights in the UK and globally, and provides complex deal critical IP advice on corporate transactions. Emily has significant experience in the consumer sector, with a solid understanding of key commercial drivers relating to brands in this space. Her clients describe her as "a delight to work with", "very understanding of the demands we face as a major international brand" and a "knowledgeable and practical trade mark lawyer".

### Representative experience

Acting for several global consumer brands on the strategic protection and enforcement of their brands, including Tiffany & Co, Boardriders, Edrington, Asahi, Mars, Lucozade and YUM!.

Acting for adidas in the UK High Court action of a global trade mark dispute with US fashion house Thom Browne.

Advising clients on cross-border joint ventures, including ViacomCBS on its launch of the co-branded SkyShowtime SVOD streaming service with Comcast.

Providing strategic IP advice on complex, high-value corporate transactions, including for AmerisourceBergen Corporation on its US\$6.47bn acquisition of Alliance Healthcare.



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### Languages

English  
German

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### Practices

Copyright  
Designs  
Domain Names  
Intellectual Property  
Trademarks and Brands  
IP Litigation, Arbitration, and  
Alternative Dispute Resolution

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### Industries

Automotive and Mobility  
Consumer

## Awards and rankings

- Rising Star, *Managing Intellectual Property*, 2023
- Bronze - Trade Mark Prosecution and Strategy, *WTR 1000*, 2023

## Latest thinking and events

- Press releases
  - Hogan Lovells welcomes the New Year with 28 new partner and 59 new counsel promotions
- Hogan Lovells Events
  - IPMT Brands Seminar 2023
- Insights and Analysis
  - You're Blocked: Fighting online counterfeiters with Blocking Injunctions in the UK
- Insights and Analysis
  - Luxury Law Summit – London Takeaways
- News
  - UK Trade Marks, Copyright and Designs - Outlook for 2023
- News
  - London Brands Seminar: NFTs and the Metaverse

Financial Institutions

Technology and Telecoms

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## Areas of focus

Fashion and Luxury Brands

Food and Beverages

IP Rights in Transactions

Post-Grant Proceedings

Retail and Consumer Goods

Strategic Counseling and Portfolio Development

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## Education and admissions

### Education

Postgraduate Diploma in Intellectual Property Law and Practice, University of Oxford, 2013

LPC, BPP University Law School, 2009

LL.B., University of Bristol, 2008

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## Accolades

Emily Sharkey offers pragmatic and solutions-focused advice to help protect and monetise her clients' intellectual property.

*WTR 1000 2023*

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The depth of legal knowledge at Hogan Lovells and ability to bring in content and local experts is quite remarkable.

*Legal500*

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Hogan Lovells has been a great business partner for us. They provide timely responses to our legal questions and have a strong understanding of the issues we are facing. They are also very pro-active in identifying potential risks for our business and help to find economical and effective solutions to mitigate such risks.

*Legal 500*

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