

Eugene Low

Partner

Hong Kong

Biography

Eugene doesn't like sitting on things. He doesn't like sitting on the fence either. Eugene takes pride in delivering prompt, clear and pragmatic advice to clients.

Eugene leads our IPMT practice in Hong Kong. Eugene is also a key member of our China and Vietnam IPMT teams. Eugene co-leads the esports and video gaming practice at Hogan Lovells.

Eugene's practice covers a wide range of contentious and advisory work, with a particular focus on intellectual property and data privacy matters. Eugene handles litigation and regulatory investigations. His experience includes advising on some high-stake litigation and data breach incidents. Eugene also advises clients on how best to register, enforce and commercialise their intellectual property.

Eugene is appointed a domain name panelist by various arbitral institutions. He is also a notary public and an accredited mediator.

Given his diverse practice, Eugene has assisted clients in many industry sectors including technology, education, food & beverages, retail, luxury brands, financial institutions, sports, esports, gaming and entertainment.

Representative experience



Phone

+852 2840 5907

Fax

+852 2219 0222

Email

eugene.low@hoganlovells.com

Languages

English
Cantonese
Mandarin

Practices

Copyright
Domain Names
Food Law
Gambling Law
Intellectual Property
Marketing and Advertising
Patents
Privacy and Cybersecurity
Trademarks and Brands

Advised a major gaming software company in several successful arbitrations involving licensing and royalty disputes.

Advised various statutory bodies in Hong Kong on dispute-related work (e.g. regulatory investigations, contractual claims, judicial review) and matters involving IP and data privacy.

Advised on IP enforcement strategies in Greater China against trade mark and domain name squatters.

Represented Tencent in high-profile domain name dispute cases, including the successful recovery of weixin.com (WeChat in Chinese).

Advised in a copyright and encryption-circumvention litigation case in Hong Kong (with Mareva injunctions against the defendants).

Advised on data privacy matters, including data audits, compliance training, policy drafting, complaint handling and data breach handling.

Advised on multi-jurisdictional IP registration strategies, including 3D trade marks, designs and copyright.

Advised gaming industry clients in IP enforcement, anti-counterfeiting, trade marks protection, data privacy, content compliance, e-commerce and contractual matters.

Acted for telecom clients in lawsuits concerning the recovery of unlawfully-charged licence fees.

Advised on the handling of a headline data breach incident.

Advised on regulatory investigations under Trade Descriptions Ordinance, Personal Data (Privacy) Ordinance, Ombudsman Ordinance, Competition Ordinance.

Awards and rankings

- Leading individual for Intellectual Property (China), *Chambers Greater China Region*, 2022-2023
- Leading individual for Intellectual Property (China),

Industries

Consumer

Education

Technology and Telecoms

Real Estate

Sports, Media and Entertainment

Areas of focus

Competition law in Hong Kong

Education and admissions

Education

LL.B., The London School of Economics

P.C.LL., The University of Hong Kong, Distinction

Memberships

Notary Public, Hong Kong Society of Notaries

Panelist, Hong Kong International Arbitration Centre

Panelist, Asian Domain Name Dispute Resolution Centre

Panelist, China International Economic and Trade Arbitration Centre

Panelist, The Forum

Panelist, Asian International Arbitration Centre

Accredited Mediator, Hong Kong International Arbitration Centre

Chambers Asia-Pacific, 2015-2021

- Leading individual for Intellectual Property (Hong Kong), *The Legal 500 Asia-Pacific, 2019-2023*
- Leading individual for enforcement and litigation (Hong Kong), *WTR 1000, 2021-2023*
- Leading individual for prosecution and strategy (Hong Kong), *WTR 1000, 2019-2023*
- Leading individual for transactions (Hong Kong), *WTR 1000, 2023*
- Patent star, *MIP IP Stars, 2018-2022*
- Trade mark star, *MIP IP Stars, 2020-2022*
- Individual Bronze Award, Pro Bono and Community Service Awards, *The Law Society of Hong Kong, 2020-2022*
- Leading Trademarks Lawyer, *Who's Who Legal, 2022*
- Leading Sports & Gaming Lawyer, *Who's Who Legal, 2021*

Latest thinking and events

- News
 - Hong Kong launches public consultation on AI and Copyright law
- News
 - Comparative Trademark Tool: Trademark systems in 111 countries
- Insights and Analysis
 - The age of AI – Hong Kong plans consultation on copyright protection
- News
 - Affordable Innovation: Reduced official fees for design registration
- News
 - Hong Kong: Amended Television and Radio Codes of Practice
- News
 - Beijing Internet Court grants copyright protection for AI artworks, but copyrightability debate of AI-generated output continues

Bar admissions and qualifications

Hong Kong

Accolades

"Clear, concise and practical... always delivered in lightning-fast turnaround times. Never wordy, his advice is to-the-point and he goes the extra mile for his clients"

World Trademark Review 2019

"Eugene is smart, highly efficient and very approachable - he is able to quickly grasp issues and offer very commercial and pragmatic recommendations, at very good value for money. I will not hesitate in recommending Eugene for IP-related work."

*Chambers Greater China Region
2023*

"Eugene Low displays superb client care and management skills. He is also a brilliant presenter who can think out of the box."

The Legal 500 Asia-Pacific 2022

"He is able to balance legal needs and practical requirements, and he understands our company's areas of business well."

Chambers Asia-Pacific 2021

"He is quick in responding and provides practical insights," appreciates one client, while another notes: "He is efficient and able to meet very tight timelines."

*Chambers Greater China Region
2022*

"In selecting IP counsel, we look for a team with subject matter expertise, responsiveness, value for money, and understanding of our business. Eugene is able to check all of these criteria."

*Chambers Greater China Region
2023*

"Quick, pragmatic and smart", "Very responsive with in-depth industry knowledge"

*Managing Intellectual Property IP
Stars 2019*

"What is special about his service is that I can safely entrust our trademark strategy to him, assured that he will come up with clear, practical and commercially sound advice while taking our company budget into account. On top of that, he is always quick to respond."

*World Trademark Review 1000
2020*
