

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 (e-sports), gaming and entertainment.

Representative experience

Advised a major gaming software company in several successful arbitrations.



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Languages

English
Cantonese
Mandarin

Practices

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

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.

Advised retailer operators and brand owners in setting up e-commerce platforms and customer loyalty schemes.

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.

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).

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

Advised gaming industry clients in IP enforcement, trade marks protection, data privacy, content compliance and contractual matters.

Awards and rankings

- Leading individual for Intellectual Property (China), *Chambers Greater China Region*, 2022
- Leading individual for Intellectual Property (Hong Kong), *The Legal 500 Asia-Pacific*, 2019-2022
- Leading individual for Intellectual Property (China), *Chambers Asia-Pacific*, 2015-2019
- Patent star, *MIP IP Stars*, 2018-2022
- Trade mark star, *MIP IP Stars*, 2020-2022
- Silver for prosecution and strategy (Hong Kong), *WTR 1000*, 2019-2022
- Recommended individual for enforcement and

Industries

Consumer

Education

Technology and Telecoms

Real Estate

Sports, Media and Entertainment

Areas of focus

Competition law in Hong Kong

Hogan Lovells China Desk

Education and admissions

Education

LL.B., The London School of Economics

PCLL (Distinction), The University of Hong Kong

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 Mediation Accreditation Association Ltd

litigation (Hong Kong), *WTR 1000*, 2021-2022

- Individual Bronze Award, Pro Bono and Community Service Awards, *The Law Society of Hong Kong*, 2021

Accredited Mediator, Hong Kong International Arbitration Centre

Latest thinking and events

- News
 - The Buck Stops Here – Contractors Held Fully Liable For Subcontractors In Hong Kong Cartel
- News
 - Ahead of the game – Hong Kong court gives advice to online entrepreneurs
- News
 - Updating the Copyright Law Regime in Hong Kong
- News
 - 10 minute deliveries – the deadly pitfalls of guaranteeing delivery times
- Press Releases
 - Hogan Lovells advises Saurer on termination of preliminary self-administration proceedings and sale of Accotex, Temco and winder businesses
- News
 - Hong Kong – No hiding: mandatory registration of personal information for pre-paid SIM cards