

PJ Kaur

Senior Associate
Hong Kong

Biography

Recognised as a 'Rising Star' by Legal 500 Asia Pacific in 2021, PJ Kaur goes the extra mile and tells it like it is. With her twin passions for intellectual property and competition law and experience in commercial contracts and regulatory matters (ranging from data protection to food law), she is able to cover much of a product's life cycle.

PJ Kaur offers strategic brand protection counselling and has extensive experience in trademark portfolio management, enforcement and litigation. She also frequently advises on IP licensing and e-commerce matters and has prepared numerous tailor-made agreements to effectively meet business needs. PJ Kaur is also the go-to associate for competition investigations and competition compliance advice.

PJ Kaur graduated with a First Class Honours in law. PJ Kaur speaks English, Cantonese, Hindi and Punjabi fluently and has a basic level of Mandarin and French.

Representative experience

Acting for TWG Tea Company in trademark litigation with Tsit Wing (HK) Co., Ltd – one of the highest profile cases of its kind in Hong Kong, which was granted appeal at the highest level.

Acting for a rights owner in a successful High Court appeal which overturned an opposition decision of the Trade Marks Registrar (which the Court does only in rare circumstances).



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Languages

English
Cantonese
Hindi
Punjabi
Mandarin
French

Practices

Intellectual Property
Antitrust and Competition
Privacy and Cybersecurity
Marketing and Advertising
Food Law
Gambling Law

Industries

Advising a global industry association on its certification mark regime and enforcement actions, including issuing cease and desist letters and filing trade mark opposition proceedings.

Advising various multinational companies on a host of competition law issues, in particular relating to their distribution and outsourcing arrangements.

Advising an international bank and banking association on competition issues surrounding an industry technology project.

Advising several companies on competition investigations and engaging in cooperation discussions with the Hong Kong Competition Commission.

Assisting multinational companies with IP transactions, including conducting IP due diligence in potential acquisitions and preparing distribution and licensing agreements.

Advising on the IP aspects of a multinational medical device company's exercise to list on the Hong Kong Stock Exchange.

Advising a retail operator on its e-commerce arrangements and preparing tailor-made merchant and distributor agreements.

Advising a multinational gaming and entertainment company on various multi-jurisdictional regulatory issues from time to time, including data protection and virtual currencies.

Advising various multinational food and cosmetics companies on Hong Kong food and labelling regulations and preparing submissions to the Hong Kong Centre for Food Safety.

Latest thinking and events

■ News

- Hong Kong launches public consultation on AI and Copyright law

■ Insights and Analysis

- The age of AI – Hong Kong plans consultation on

Consumer

Sports, Media and Entertainment

Technology and Telecoms

Areas of focus

Strategic Counseling and Portfolio Development

Competition law in Hong Kong

Data Protection

Advertising and Promotion Compliance

Fashion and Luxury Brands

Food and Beverages

Broadband, Internet, and E-commerce

IP Rights in Transactions

Artificial Intelligence

Education and admissions

Education

P.C.LL., University of Hong Kong, 2012

LL.B., City University of Hong Kong, First Class Honours, 2011

Bar admissions and qualifications

Hong Kong

copyright protection

- News
 - Affordable Innovation: Reduced official fees for design registration
- News
 - Hong Kong: Amended Television and Radio Codes of Practice
- Awards & rankings
 - Hogan Lovells senior associate named Rising Star of the Year – Intellectual Property by the Women in Business Law Awards APAC 2023
- News
 - Recap: Consumer Horizons webinar on Artificial Intelligence – Transforming consumer business and reshaping the law