

## Catharine Lau

Senior Associate  
Hong Kong

### Biography

Catharine is our senior associate in the Intellectual Property Media and Technology Group.

She has extensive and practical experience in both contentious and non-contentious IP and TMT matters with a focus on trade marks and data privacy. She is also experienced in civil litigation and regulatory investigations.

Catharine has assisted well-known brand owners register their IPs, managed their IP portfolios regionally and globally and devised appropriate brand protection strategies. She frequently advises clients on trade mark opposition, cancellation and invalidation proceedings, domain name complaints and IP infringement matters. Apart from IP and data privacy, Catharine also advises on issues concerning advertising and trade descriptions.

Catharine graduated with a first class Honours law degree at university. She was admitted as a solicitor in Hong Kong in 2014.

### Representative experience

Representing a global pharmaceutical company in Hong Kong High Court proceedings concerning breach of contract and trade mark claims in a multi-jurisdictional dispute.

Acting for a leading voice-recognition software company in a Hong Kong litigation case.



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### Languages

Cantonese  
Chinese  
English

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### Practices

Education  
Real Estate  
Intellectual Property

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### Education and admissions

#### Education

LL.B., Swansea University, 2010

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Representing a global brewer in various Hong Kong High Court proceedings in trade mark claims against shadow companies.

Advising a well-known fashion brand on IP protection strategy and customs recordal in Hong Kong.

Advising clients on cyber fraud and reporting to Hong Kong Police.

Advising local companies and institutions on extra-territorial effect of GDPR and conducting audit on client's data handling procedures.

Advising on a wide range of data privacy matters, e.g. data breaches, data audits, direct marketing, etc. for retail clients, employment agencies, etc.

Advising clients on a range of e-commerce topics, e.g. selective marketing, data transfer issues in customer loyalty schemes, use of e-signature, trade description and etc.

Advising a Japanese sports equipment manufacturer on its IP protection strategy across the Asia-Pacific region.

Advising a construction company on funding and distribution agreement relating to patented technology.

## Latest thinking and events

### ■ News

- Getting the Deal Through – Luxury and Fashion 2022

### ■ News

- Hong Kong – No hiding: mandatory registration of personal information for pre-paid SIM cards

### ■ Insights and Analysis

- Hong Kong relaxes regulations on TV and radio advertising

### ■ Webinar

- Updates on IP Laws and Practice in Hong Kong

### ■ Hogan Lovells Events

- Asia IP webinar series: Use it or lose it? Trademark non-use cancellation proceedings

## Bar admissions and qualifications

Hong Kong

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- Press releases
  - Eugene Low and Catharine Lau author in Hong Kong Lawyer April issue: "An Overview of the Consultation Paper on Mandatory Cooling-Off Period"