

## Giannina Leander

Associate  
Amsterdam

### Biography

Giannina Leander has considerable experience in both IP litigation and IP transactions, advising both major international and domestic companies in the consumer, retail, fashion and technology industries. She provides creative, efficient and business-minded advice, that helps the business of clients forward.

Her practice focuses on the protection and enforcement of IP rights, such as copyrights, trademarks, trade names and design rights, and she regularly advises clients on all aspects of local and global IP enforcement and strategy. In addition, she assists clients in the field of domain names, marketing and advertising.

Giannina also has a particular interest in assisting pro bono clients with IP related matters, such as protection and licensing.

Prior to joining Hogan Lovells, Giannina gained over 5 years of experience at a global law firm based in Amsterdam, and a Dutch IP boutique law firm.

### Representative experience

Representing two of the world's largest spirits companies in trademark disputes regarding parallel import and trademark exhaustion before the Dutch courts.\*

Representing an online platform in a dispute before the European Court of Justice regarding exhaustion of copyright on e-books.\*



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### Languages

Dutch  
English

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### Practices

Copyright  
Intellectual Property  
IP and Technology Transactions  
Marketing and Advertising  
Trade Secrets and Confidential Know-how  
Trademarks and Brands

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### Industries

Consumer  
Technology and Telecoms

Advising multiple national and international companies in the consumer goods and retail industries on their IP strategy and enforcement, and representing them before the Dutch courts.\*

Representing national and international fashion industry companies in disputes relating to the enforcement of their IP.\*

Advising an international online auction platform on their global advertising strategy.\*

Advising pro bono clients on various IP related matters, including protection and licensing.\*

\*Matter handled prior to joining Hogan Lovells.

## Latest thinking and events

- Press releases
  - Hogan Lovells advises Bencis on the sale of Ceban to Medios
- Press releases
  - Hogan Lovells advises DTCP on major investment in data center operator maincubes
- Press releases
  - Hogan Lovells advises Maguar Capital on its investment and strategic partnership with Effactory

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## Education and admissions

### Education

LL.M Civil Law, University of Utrecht, 2010

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### Memberships

International Association for the Protection of Intellectual Property (AIPPI)

Benelux Trademark and Design Rights Association (BMM)

Licensing Executives Society (LES Benelux)

Dutch Association for Advertising Law (VvRr)

Dutch Bar Association (Nederlandse Orde van Advocaten)

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### Bar admissions and qualifications

Amsterdam

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