

Dr. Leopold von Gerlach

Partner

Hamburg

Frankfurt

Biography

Leopold is the former global Chairman of Hogan Lovells. He maintains his client practice and, with trial experience of more than 25 years, is an extremely versatile IP, e-commerce and technology litigator.

For owners of well-known brands and products, Leo invented the concept of Integrated IP Enforcement – a concept that combines civil, criminal, cyber and customs enforcement in a cohesive strategy. Integrated IP Enforcement makes actions against any type of IP infringement extremely effective and efficient. It has delivered remarkable results across jurisdictions.

For his e-commerce clients, Leo has won a number of leading Supreme Court cases that have shaped the law in the embattled field of internet service provider liability. He developed a particular expertise for all questions dealing with the legal responsibilities for platform solutions and online marketplaces.

For his clients from the finance and payment industry, Leo regularly defends new, technology-based business models against protective actions from both, competitors with a more traditional approach as well as consumer protection organizations. For the sake of innovation and client benefit, Leo drives these cases in sync with his colleagues from the Finance team of Hogan Lovells.

Aside from his client practice, Leo is an ardent mentor for young lawyers. As a long term member of Hogan



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Languages

English

German

Spanish

Practices

Intellectual Property

IP Litigation, Arbitration, and
Alternative Dispute Resolution

Digital Assets and Blockchain

Industries

Consumer

Technology and Telecoms

Financial Institutions

Lovells' global Board, he had a particular responsibility for the promotion of new partners. In the same context, he has been lecturer for IP law at Germany's top-ranked Bucerius Law School since 2003.

Awards and rankings

- Intellectual Property: Trade marks and unfair competition, *Legal 500 EMEA*, 2019
- Intellectual Property: Trade Mark & Unfair Competition (Germany), *Chambers Global*, 2018-2019

Latest thinking and events

- Hogan Lovells Events
 - Digital Transformation webinar series
- News
 - Digital Transformation: The Influencers Podcast
- News
 - Digital Transformation: The Influencers Podcast
- News
 - The EU AI Act: an Impact Analysis (part 2)
- News
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- News
 - Digital Transformation: The Influencers Podcast

Areas of focus

False Advertising and Unfair Competition
IP Rights in Transactions
Artificial Intelligence

Education and admissions

Education

LMU Munich (Ludwig-Maximilians-Universität München)
University of Pamplona

Accolades

Leopold von Gerlach will persecute manufacturers and distributors of counterfeit goods to the end of the earth.

World Trademark Reporter

Leopold is singled out for his terrific litigation practice.

Who is Who Legal

"...von Gerlach has an unparalleled understanding of parallel import issues."

WTR 1000, 2019
