

## Mareike Hunfeld, LL.M. (London)

Counsel

Hamburg

### Biography

Handling complex trademark disputes and developing enforcement strategies is Mareike Hunfeld's daily business – be it before the courts in Germany or coordinating disputes in multiple jurisdictions. Her experience covers handling the worldwide strategic protection and enforcement of the well-known color trademark MAGENTA for Deutsche Telekom AG, one of the world's largest telecommunications companies, to coordinating a series of multiple disputes before German courts defending Banco Santander's use of the color red. She has almost ten years of experience in colormark cases on the trademark owner's side as well as on the defendant's side.

In addition to her experience in colors, she is also experienced in shapes, packaging and interface designs – protecting them through designs, trademarks or in trade dress cases, or defending them in court cases. She was in charge of the prosecution of the design portfolio of a large telecommunications company including devices, user interfaces and icons, and acted for PepsiCo in a 3D trademark dispute over bottle shapes in Germany. Mareike advises clients in proceedings before the trademark courts up to the Supreme Court and the European Court of Justice. She also advises on international and multi-country prosecution and enforcement of trademarks and designs, including opposition and infringement proceedings, delimitation agreements and sponsoring agreements. Her clients



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### Languages

English  
French  
German  
Spanish

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### Practices

Designs  
Domain Names  
Intellectual Property  
International Arbitration  
Trademarks and Brands  
IP Litigation, Arbitration, and  
Alternative Dispute Resolution

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### Industries

include companies from sectors as diverse as the telecommunications and financial sectors, as well as the food and spirits industries.

Mareike graduated from University Trier in 1998 and earned her Master of Laws (LL.M.) from University College London in 1999, then took her Bar exam in 2001. Mareike is a member of the German Association for the Protection of Industrial Property and Copyright (GRUR).

## Representative experience

Advising Deutsche Telekom on a multinational litigation enforcing its well-known colour trademark Magenta, inter alia in Germany, Scandinavia, USA and before the EJC.

Advising Banco Santander, the largest bank of the Euro area, in a complex series of litigation in Germany over the use of the colour "Red".

Advising Europe's biggest telecommunications company on global design portfolios.

Advising a company in the spirit drinks industry on multinational dispute on trademarks and generic terms in the spirits sector including Europe and North America.

Successful defence of PepsiCo, Inc. in litigation on three-dimensional bottle shape marks.

## Awards and rankings

- Recommended lawyer for trademark law, *Legal 500 Germany*, 2022
- Recommended lawyer for trademark law, *Legal 500 Germany*, 2021

## Latest thinking and events

- Insights and Analysis
  - What's in a name? V-combination names for vegan products and trademark protection
- Hogan Lovells Publications
  - Intellectual Property Newsletter - August 2013

Consumer  
Financial Institutions  
Technology and Telecoms

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## Areas of focus

Clinical Trials  
Food and Beverages  
Strategic Counseling and Portfolio Development

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## Education and admissions

### Education

Second State Exam in Law, State of Lower Saxony, 2001

LL.M., University College London, 1999

First State Exam in Law, Trier University, 1998

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## Memberships

German Association for the Protection of Industrial Property and Copyright (GRUR).

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*Intellectual Property Alert*

- Hogan Lovells Publications
  - Intellectual Property Newsletter - October 2012  
*Intellectual Property Alert*
- Hogan Lovells Publications
  - Intellectual Property Newsletter - January 2012  
*Intellectual Property Alert*
- Hogan Lovells Publications
  - Intellectual Property Newsletter - July 2010  
*Intellectual Property Alert*