

Dr. Morten Petersenn

Partner

Hamburg

Biography

Well-versed in IP litigation, Morten Petersenn advises in the field of trademarks, designs, copyrights and false advertisement claims, having a specific experience regarding enforcement and liability questions in the online space.

Clients often ask Morten questions like "How do we best stop the infringement?", "How fast can we get a court order to stop the infringement", "Can we obtain a preliminary injunction?", "Is it possible to obtain a court order with EU-wide scope?", "Shall we send a cease and desist letter?", or "Can we obtain damages?". However, Morten does not only litigate for claimant parties. He also handles defense cases. Clients who are attacked by a competitor would typically need advice on questions like "Can we file a protective brief with the court?" or "Can we file a counter-claim?". For his clients, Morten is both a counsel and a litigator in court.

Morten has a large number of clients from the technology area who appreciate Morten's deep understanding of liability and enforcement questions for platforms, intermediaries and online shops. Morten has advised numerous clients on compliance questions regarding the most recent European's Digital Services Act (DSA) as well as related national legislations. In the fashion and luxury industry Morten has represented clients in parallel import cases of textile products originating outside the EU. He also often litigates cases involving counterfeits or lookalike products from



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Languages

English
French
German
Spanish

Practices

Copyright
Designs
Gambling Law
IT Law
Intellectual Property
Trademarks and Brands
IP Litigation, Arbitration, and
Alternative Dispute Resolution

competitors and unfair competition cases, often regarding misleading statements or comparative advertising.

Morten lectured "IP litigation" in LL.M. Master Courses at Bucerius Law School in Hamburg for many years.

Best Lawyers has been recognizing Morten in the field of IPMT for a number of years. Similarly, the German *JUVE handbook* has been quoting Morten as "frequently recommended" for various years in a row.

Representative experience

Litigating trade name dispute up to German Supreme Court for retailer of textile products against competitor with identical name and common prior origin.

Representing a leading computer and software manufacturer in a trademark dispute related to imitation products.

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Representing a leading computer and software manufacturer in a dispute with the consumer protection association concerning online marketing activities.

Representing a world-renowned restaurant, hotel and casino operator in a dispute with a competitor.

Leading landmark case for well-known provider of restaurants, hotels and casinos up to German Supreme Court on the basis of misleading use of trade name and logo.

Awards and rankings

- Recognized lawyer for Intellectual Property Law, *Best Lawyers™ in Germany*, 2024
- Frequently recommended for Intellectual Property Law, *JUVE handbook*, 2022/2023
- Recognized lawyer for Intellectual Property Law, *Best Lawyers™ in Germany*, 2023

Industries

Consumer

Areas of focus

False Advertising and Unfair Competition

Retail and Consumer Goods

Fashion and Luxury Brands

Food and Beverages

Electronics and Consumer Appliances

Cosmetics and Personal Care Products

Artificial Intelligence

Education and admissions

Education

Second State Exam in Law, Hamburg, 2002

Dr. iur., University of Göttingen, 2000

First State Exam in Law, University of Göttingen, 1998

Memberships

GRUR (German Association for the Protection of Intellectual Property)

INTA (International Trademark Association)

Accolades

- Recommended lawyer for Trademarks, Germany, *WTR 1000, 2022*
- Recommended lawyer for Trademark Law, *Legal 500 Germany, 2022*
- Recommended lawyer for Competition Law, *Legal 500 Germany, 2022*
- Recognized lawyer for Intellectual Property Law, *Best Lawyers™ in Germany, 2022*
- Recommended lawyer for Trademark and Competition Law, *Legal 500 Germany, 2021*

Latest thinking and events

- Insights and Analysis
 - Key takeaways from our two-part webinar "DSA Countdown"
- Webinar
 - DSA Countdown I Part 2 – Local Insights & Strategies
- Webinar
 - DSA Countdown I Part 1 – Compliance is Now!
- Press releases
 - Hogan Lovells advises PTC on the acquisition of pure-systems
- Insights and Analysis
 - Digital Platform Regulation: Germany's Implementation Draft Bill of the Digital Services Act
- News
 - DSA flash: What's new in November 2022?

Absolutely excellent in trademark, copyright, anti-counterfeiting and litigation spheres.

World Trademark Review 2020

"I have worked with Morten for over 10 years and have always found him to be a source of grounded and practical advice, with a good sense of how a client operates internally."

Client, WTR 1000, 2022

Morten has deep knowledge of trademark law and a pragmatic, business-oriented approach.

World Trademark Review 2021

Morten's expertise is phenomenal. He is incredibly responsive and has a warm personality that is conducive to longstanding relationships.

World Trademark Review 2021

Personable, thorough, practical and familiar with legal and commercial risk and always available for clients. His knowledge of the Hamburg courts is fantastic.

World Trademark Review 2020

Recommended lawyer for Trademark and Competition Law

Legal 500 Germany 2021

"Solution-oriented, easy to reach

and fast communication", client;
"very committed litigator",
competitor

JUVE Handbook 2020/2021

"Technically excellent IP lawyer",
"good strategist in connection with
internet-related issues", competitor

JUVE Handbook, 2023/2024

"Very experienced and easily
accessible, very much know-how in
IP", client; "technically excellent",
competitor

JUVE Handbook, 2019/2020
