

Dr. Patrick Fromlowitz, LL.M. (Edinburgh)

Counsel
Hamburg

Biography

Patrick Fromlowitz focuses on advising leading national and international companies from various sectors such as the pharmaceutical, construction, fashion and oil industry. In addition to the international enforcement of trademark rights, design rights and copyrights as well as claims based on unfair competition law, Patrick's practice includes strategic trademark consulting and drafting of license agreements.

He studied law at the universities of Marburg and Edinburgh. After his First State Exam in Law he worked for a major international law firm in Frankfurt and wrote a dissertation which focused on moral rights and personal rights.

Patrick is a member of the German Association for the Protection of Industrial Property and Copyright (GRUR).

Representative experience

Representing and advising Caterpillar in trademark disputes.

Representing and advising H&M in trademark disputes

Representing Merck & Co., Inc., Kenilworth, N.J., U.S.A. in cross-border trademark disputes.

Representing and advising an ambitious company from the oil sector in trademark disputes.



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Languages

English
German

Practices

Copyright
Designs
Domain Names
Intellectual Property
IT Law
Marketing and Advertising
Trademarks and Brands
Technology Litigation
IP Litigation, Arbitration, and
Alternative Dispute Resolution

Representing and advising ProSiebenSat. 1 Group in trademark disputes.

Awards and rankings

- Rising star and recommend lawyer for trademark law, *Legal 500 Germany, 2022*
- Recommended lawyer for competition law, *Legal 500 Germany, 2022*
- Rising star and recommend lawyer for trademark law, *Legal 500 Germany, 2021*
- Recommended lawyer for competition law, *Legal 500 Germany, 2021*

Latest thinking and events

- News
 - German FCJ on the exploitation of the reputation of geographical indications as collective trademarks
- News
 - German FCJ: Trademark owners bear the burden of proof for the public recognition of a trademark
- News
 - ECJ: Protected Designation of Origin can also be infringed when used for services
- News
 - Put a cork in it: EU General Court says sound file of "opening a carbonated beverage" not registrable as a sound mark
- News
 - CJEU opinion to German Courts on PDOs: if it says Champagne, it must taste like Champagne
- Insights and Analysis
 - Green brands: how trademark law can promote sustainable business practices

Industries

Automotive and Mobility
Consumer
Energy and Natural Resources
Life Sciences and Health Care
Technology and Telecoms

Areas of focus

Broadband, Internet, and E-commerce
False Advertising and Unfair Competition
IP Rights in Transactions
Mining and Resources
Networks and Platforms
Oil and Gas: Supply, Marketing, and Trading
Personality Rights
Pharmaceuticals and Biotechnology
Retail and Consumer Goods
Strategic Counseling and Portfolio Development
Media and Entertainment

Education and admissions

Education

LL.M., University of Edinburgh, 2013
Dr. iur., Content, 2013
Second State Exam in Law, Higher Regional Court of Hamburg, 2011
First State Exam in Law, Content, 2006

Memberships

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

Accolades

Patrick Fromlowitz's expertise was
very valuable to us.

Legal 500 Germany, 2022

Yvonne Draheim, Andreas Bothe
and Patrick Fromlowitz are
outstanding.

Legal 500 Germany, 2021
