

## Sahira Khwaja

Partner

London

### Biography

Sahira Khwaja works with her clients to protect some of their key assets - their brands and underlying IP rights. She helps her clients obtain, protect and commercialize these assets so that they are of the most benefit and use to her clients' businesses. Sahira leads our brands practice in London and is the co-head of the firm's Fashion & Luxury Brands group.

Many of Sahira's clients are in the consumer and TMT sectors, and she has a keen knowledge and understanding of the underlying commercial drivers for those businesses. Her aim is to give her clients commercially pragmatic advice that fits the demands of the sectors and markets in which they operate. She has helped her clients to register new IP rights for new brands and products, has assisted them in stopping their competitors from misusing their IP and in licensing and franchising them to take advantage of new business opportunities.

Sahira's career began at one of the UK's leading IP boutique firms before she joined us in 2001 as an associate, becoming a partner in 2012. Sahira has also worked in-house, on secondment to a major UK terrestrial broadcaster where she spent two years launching new television channels, closing down others, and negotiating EPG, platform and carriage arrangements.

### Representative experience



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### Languages

English

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### Practices

Copyright

Designs

Intellectual Property

Trademarks and Brands

IP Litigation, Arbitration, and  
Alternative Dispute Resolution

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### Industries

Life Sciences and Health Care

Technology and Telecoms

Consumer

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Acting for a major online retailer on use of third party brands in its online stores in the UK Court of Appeal.

Advising Skype on brand-related issues in the UK.

Advising Ford on the IP aspects of its sale of Volvo to Zhejiang Geely, including on complex cross-licensing arrangements.

Advising Mars on contentious and non-contentious issues relating to its brands, in particular in relation to licensing issues, and on infringement and validity issues.

Advising on potential brands ownership and use issues for a major territorial broadcaster.

Acting for Walkers, in High Court trademark litigation concerning the packaging of its market-leading crisps products.

Acting for a drinks manufacturer in High Court trademark litigation regarding its market-leading brand NURISHMENT.

Advising on franchising arrangements for retail clients, including Post Office Limited regarding franchises branches and of travel money business to WH Smith Limited.

## Latest thinking and events

- News
  - Comparative Trademark Tool: Trademark systems in 111 countries
- News
  - UK Court of Appeal finds Tesco infringes Lidl's trade mark but not copyright
- News
  - 2023 Annual Retail and Fashion Holiday Guide
- News
  - Retained EU Law Act and IP: draft regulation on exhaustion
- Hogan Lovells Events
  - IPMT Brands Seminar 2023

## Areas of focus

False Advertising and Unfair Competition

Fashion and Luxury Brands

Food and Beverages

Electronics and Consumer Appliances

Cosmetics and Personal Care Products

IP Rights in Transactions

Retail and Consumer Goods

Strategic Counseling and Portfolio Development

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## Education and admissions

### Education

Diploma, University of Bristol, 1999

M.A., University of Cambridge, St Catharine's College, 1991

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## Memberships

International Trademark Association (INTA)

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## Accolades

"Khwaja has a gift for understanding what makes her clients tick on a commercial level and then tailoring her strategies and approach to achieve business aims - if that means staying out of court or going the distance, she is always ready."

*World Trademark Review 1000,*  
2018

- News

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- UK IPO consultation on digital transformation: trade mark and design services