

## Trademarks and Brands

From creative ideas to global recognition, brand management is at the heart of what we do. From prosecution to enforcement, strategy to litigation, we've got it covered.

Global rebrands. Expanding into new markets. Stopping counterfeit products at their source. Defending color marks or corporate names and identities. These are just some of the things our 240 trademark professionals do on a daily basis. With a team of domain names practitioners, we offer an integrated approach to online brand management, in a world where online commerce is rivaling traditional routes to market.

We don't just execute. We look after your brand, providing valuable insight in challenging, but important, markets to help you succeed where others have failed.

### Representative experience

Advising Merck & Co., Inc. (Kenilworth, New Jersey, USA) in a trademark, domain name, and social media dispute with Merck KGaA. over use of the name "Merck" in Europe and U.S.

Managing Deutsche Telekom's global trademark and domain name portfolio. Advising on complex color mark and other non-traditional trademark litigation in Europe and U.S.

Advising one of Japan's largest car makers on major brand clearances and 3,000+ trademark applications in 40+ countries, coordinated from Tokyo.

Advising Estée Lauder on EU-wide trademark issues and

### Key contacts

Imogen Fowler,  
Alicante

Lloyd Parker,  
Tokyo

Dr. Morten Petersenn,  
Hamburg

Julia Anne Matheson,  
Washington, D.C.

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### Trending Topics

[Global IP Outlook](#)

Key changes in case law and market trends that will impact your business and how you manage your IP.

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[Brand Benchmarking 2017](#)

How brands around the world create, clear, file, protect, and enforce their trademarks. Learn more.

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obtaining a revolutionary order in Germany prohibiting the onward shipment to Russia of counterfeit goods in transit.

Advising Proctor & Gamble, and group companies, in connection with its portfolio of IP rights in Mexico; and successful anti-counterfeiting campaigns.

A global pharma company in seizing substantial consignment of counterfeit drugs in transit from China via Dubai to Europe. Perpetrators jailed. Obtained significant damages payments.

Advising one of the largest American multinational supermarket chains on trademark portfolio management in Mexico.

Representing the manufacturers of the Segway personal transporter in trademark litigation in the ITC and federal district court.

## Awards and rankings

- Global IP Firm of the Year, *Managing Intellectual Property Awards*, 2019 & 2018
- Ranked Band 1 for IP on a Global and Europe-wide level, *Chambers & Partners*, 2019
- Japan Foreign Firm of the Year, *Managing Intellectual Property Awards*, 2019 & 2018
- China Foreign Firm of the Year, *Managing Intellectual Property Awards*, 2019
- Japan Trademark Firm of the Year, *World Trademark Review Awards*, 2019
- IP Law Firm of the Year - Italy, *Legalcommunity IP & TMT Awards*, 2019 & 2018
- European Trademark Contentious Firm of the Year, *Managing Intellectual Property Global Awards*, 2018 & 2017
- Hong Kong Prosecution Firm of the Year, *Managing Intellectual Property Awards*, 2018
- International IP Law Firm of the Year, *ALB Japan Law Awards*, 2018 & 2017

## Areas of focus

FinTech

International Trade Commission

IP Litigation, Arbitration, and Alternative Dispute Resolution

IP Rights in Transactions

IP Licensing, Commercialization, and Technology Transfer

Strategic Counseling and Portfolio Development

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- IP Team of the Year, *The Lawyer Awards*, 2018
- Germany - IP Law Firm of the Year, *JUVE Awards*, 2017
- Italy - Best IP Law Firm, *Toplegal Awards*, 2017

## Latest thinking and events

### News

EUIPO: Repeat Trademark Applications for Same Classes Can Equate to Bad Faith

### News

Watch: IP Opportunities and Risks for Brand Owners Exploring Opportunities in the eSports Space

### News

New USPTO Rule: Applicants and Registrants to Provide Email Address

### Media Mention

Brand battles: Starbucks aims to sink 'Siren' trademark  
*Law360*

### Insights

China's OEM Jurisprudence 1.5 Years After the Pretul Case: OEM Use may Still Infringe

### News

Dutch Court of Appeal Sets Up Confidentiality Club in IP Proceedings