

## IP Litigation, Arbitration, and Alternative Dispute Resolution

With more than 260 IP litigators worldwide, you benefit from our unified strategic approach when dealing with cross-border disputes. Whether you find yourself in arbitration or recuperation procedures with WIPO, before the International Trade Commission (ITC), District Court, U.S. Supreme Court, the CJEU, or even the European Court of Human Rights – there is little we haven't seen. With the formidable support of our Appellate practice, Hogan Lovells is the firm to have on your side.

We've led some of the most high stakes patent, trade secret, trademark, copyright, and design cases in recent years. We are regularly in court, and can defend you from initial complaint, to jury trial through appeal. With many on our team armed with technical backgrounds, our team dives deeply into the relevant science and technology to develop key case themes. You can be confident that our litigation team is highly strategic and efficient in handling complex litigation.

Our strong one-team culture and approach that values timely and efficient advice tailored to your needs, not ours. Since IP litigation often moves rapidly in the courts, we stand ready to quickly assemble in-depth teams and strategies from innovation hubs across the nation and world. We don't just stop with IP – since antitrust, competition, and employment issues

### Key contacts

**Dr. Andreas von Falck,**  
Dusseldorf

**Celine Jimenez Crowson,**  
Washington, D.C.

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Hamburg

**Zhen (Katie) Feng (Shanghai IP  
Agency),**  
Shanghai

**Paul Brown,**  
London

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### Areas of focus

Post-Grant Proceedings

False Advertising and Unfair  
Competition

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### Related practices

Trade Secrets and Confidential  
Know-how

Copyright

International Trade Commission  
Section 337

Patents

frequently arise during IP proceedings, you will benefit from having one of the world's largest full-service firms behind you.

## Representative experience

Acting for Lilly in the landmark *Actavis v Eli Lilly* patent dispute. The UK Supreme Court ruled in favor of Lilly, reversing two earlier decisions. Lilly was also successful in the German Supreme Court.

Lead counsel for BASF in district court litigation and *inter partes* review proceeding involving 350 claims from 17 patents. Defeated claims in 13 patents based on favorable claim construction, invalidity, and co-ownership determinations.

Represented Olaplex in a high-profile patent infringement case against L'Oreal before the Court of Appeal and High Court. The U.S. Supreme Court rejected L'Oreal's application for permission to appeal its losses.

Represented HTC in cross-border, multipatent litigation against Philips concerning alleged infringement of several allegedly SEPs and non-essential patents.

Represented Banco Santander against the German Savings Banks regarding the color Red in a complex set of lawsuits before the German courts up to the Supreme Court, the Federal Patent Court, and the CJEU.

Acting for Vodafone in litigation against IPCom concerning infringement and validity of standard essential patents.

Representing CeramTec in global litigation against a competitor involving infringement of the client's abstract color, figurative and 3D trademarks for hip joint balls.

Advising Merck & Co., Inc. in connection with a major cross-border litigation concerning rights in the MERCK trademark and trade name.

Representing Bristol-Myers Squibb before the Russian courts in multiple IP disputes, including patent infringement cases against generic drug manufacturers and distributors, and a compulsory licencing case.

Representing ZTE at European Court of Justice in Huawei vs. ZTE, a landmark case for whole telecoms industry and patent law community regarding SEPs and FRAND.

Represented Kimberly-Clark Corporation at the ITC, obtaining a general exclusion order barring the import of all purple protective gloves that infringe the client's COLOR PURPLE trademarks.

Representing LEGO in several IP cases, including a well-known criminal action plus several IP office actions and advising on precedent-setting civil and criminal victories against copycats in China.

Successfully defended a multinational electronics company against a complaint for trade secret misappropriation in connection with solar cell technology, won a motion to dismiss all trade secret claims.

Lead counsel for Mercedes Benz in multiple patent infringement litigations in district courts and the ITC involving auto, navigation, and media technologies.

Defending a Taiwanese semiconductor company against claims for trade secret misappropriation in California state court, winning a motion to dismiss the case in its entirety.

Advising Blizzard Entertainment and its business partner in China, NetEase, on a copyright infringement and unfair competition dispute against a Chinese gaming company regarding infringement of Blizzard's online game.

Acting as counsel for a major technology company in a smartphone war with Ericsson regarding patent infringement actions in the U.S., Germany, United Kingdom, and the Netherlands.

Representing Hypertherm in two invention patent lawsuits brought before the Shanghai IP Court against two Chinese companies, obtaining significant damages and a permanent injunction for our client.

## Awards and rankings

- IP Law Firm of the Year - Italy, *Legalcommunity IP & TMT Awards, 2021-2018*
- Ranked in 17 categories across 11 jurisdictions, *IAM Patent 1000, 2020*
- Ranked Gold for trademarks in France, Germany, Italy, Spain and Russia, *World Trademark Review, 2020*
- IP Lawyer of the Year: Biologics/Biosimilars, *LMG Life Sciences Europe Awards, 2020*
- Ranked Band 1 for IP on a Global and Europe-wide level, *Chambers Global Guide, 2020*
- Japan Foreign Firm of the Year, *Managing Intellectual Property Awards, 2020-2018*
- Best IP&TMT Law Firm of the Year, *Legalcommunity IP&TMT Awards, 2020-2018*
- Germany Patent Litigation Firm of the Year, *IAM Global Awards, 2019*
- Germany Patent Contentious Firm of the Year, *Managing Intellectual Property Awards, 2019*
- Global IP Firm of the Year, *Managing Intellectual Property Awards, 2019 & 2018*