

## Lloyd Parker

Regional Managing Partner - Asia-Pacific

### Biography

Lloyd Parker is Regional Managing Partner, Asia-Pacific, and as a member of the firm's leadership team, is focused on achieving the firm's strategy in Asia-Pacific.

Lloyd's combination of experience in a variety of legal areas and business across a number of jurisdictions is a key differentiator which clients appreciate as he develops creative and commercial solutions to help clients achieve their legal and commercial objectives. In his early years as a lawyer Lloyd worked in litigation (including as an Associate to a Justice of the Supreme Court of Queensland), commercial/corporate, competition law and a wide variety of intellectual property laws. Building on his previous business studies in Australia and Japan, he then worked as a management consultant at one of the world's most famous management consultancy firms. Returning to law he proceeded to focus on intellectual property.

As the longest serving Partner of our regional Intellectual Property, Media and Technology Practice Group, Lloyd takes an innovative and client-led approach to problem solving. As one example, Lloyd created, and is leading our Total Brand Care concept which is designed to assist our clients in commercializing and protecting the value and reputation of a company and their brands.

Today, with over 25 years of experience as an intellectual property lawyer, Lloyd is recognized by every independent legal directory as a "leading IP lawyer in Japan."



### Phone

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### Email

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### Languages

English  
Japanese

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### Practices

Trademarks and Brands  
Intellectual Property  
Designs  
Trade Secrets and Confidential Know-how  
IP Litigation, Arbitration, and Alternative Dispute Resolution  
Asia Regional Practice

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### Industries

Automotive  
Consumer  
Technology and Telecoms

Lloyd provides trademark portfolio management and enforcement counsel to clients in a broad range of industries and regularly works with the firm's global offices to offer multi-jurisdictional trademark advice (contentious and non-contentious) to clients.

Lloyd is also active in our Diversity & Inclusion and citizenship activities. For a number of years he has been leading our relationship with, and assistance to the Japanese Para-Sports Association and the Japan Riding Association for the Disabled.

Lloyd has more than 35 years' association with Japan (including living and working in Japan for over 20 years). He is fluent in Japanese. He studied Japanese in Japan for two years—one year at Doshisha University and one year at Kyoto University of Foreign Studies.

## Representative experience

Advising one of Japan's top automotive brands by revenue on global trademark portfolio management, including applications, office actions, oppositions, negotiations, and agreements in over 150 countries

Creating and implementing an international brand protection strategy for a leading Japanese company resulting in the seizure of over 250 million infringing goods worldwide

Advising Japanese electronics manufacturer on global trademark and design portfolio management, including searches, applications, negotiations with third party right holders and enforcement against infringers

Advising Japanese medical devices manufacturer on domain name registration and renewal, and global trademark portfolio management including clearance searches, applications, and registrations

Advising a leading Japanese electronics manufacturer on their global licence agreements

Advising one of the world's most famous food and beverage companies on the registration and protection of their brands

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## Areas of focus

IP Rights in Transactions

Strategic Counseling and Portfolio Development

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## Education and admissions

### Education

B.Com., University of Queensland, 1985

LL.B., University of Queensland, with Honors, 1988

B.A., University of Queensland, 1992  
Doshisha University

Kyoto University of Foreign Studies

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## Memberships

Member, International Trademark Association (INTA)

Member, Japan Intellectual Property Association

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## Bar admissions and qualifications

Australia

Solicitor, England and Wales

Japan - Daiichi Tokyo Bar Association (Gaikokuho Jimu Bengoshi)

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## Court admissions

High Court of Australia

England and Wales

## Awards and rankings

- Ranked among the top 30 trademark experts in the world, *Legal Media Group's Expert Guides to the Top 30 Practitioners Worldwide Per Practice Area - Best of the Best Global*, 2019
- Leading individual in Intellectual Property, *Chambers Asia-Pacific*, 2007-2021
- Leading individual in Intellectual Property, *Chambers Global*, 2005-2021
- Leading individual in Intellectual Property, *Legal 500 Asia-Pacific*, 2003-2021
- Leading individual in Japan for Prosecution and Strategy, *World Trademark Review 1000*, 2015-2021
- Trademark Star in Japan, *Managing Intellectual Property IP Stars*, 2014-2021
- The Best Lawyers in Japan, Intellectual Property, *Best Lawyers*, 2017-2022
- Trademark Leader, *World IP Review*, 2015-2021
- Leading individual in Intellectual Property, *Who's Who Legal Japan*, 2014-2020
- Listed in, *World Trademark Review Global Leaders Guide*, 2019 & 2021

## Latest thinking and events

- Press Releases
  - Hogan Lovells named seventh most innovative law firm in Asia-Pacific by the Financial Times
- Press Releases
  - Hogan Lovells announces new management team and Board appointments
- Insights
  - Launching our Total Brand Care platform: Strong and effective branding is business-critical.
- Webinar
  - A perfect storm? A panel discussion on handling a cybersecurity incident
- Awards and Rankings
  - Hogan Lovells wins in three categories at the ALB

## Japan Law Awards 2020

- Press Releases
  - Hogan Lovells welcomes new Regional Managing Partner for Asia-Pacific