

Brand, mission and positive social influence

In a world where brand value, revenue, cost of capital and talent retention are increasingly driven by brands that successfully position themselves as positive social influencers, we help clients thrive in key markets by aligning their legal and commercial strategies with mission and social purpose.

The issue

Brands lie at the very heart of a company's value, reputation and competitive advantage. Over recent years, it has become increasingly important for brands to integrate social purpose into everything they do – from investment in the local community to reducing their carbon footprint around the world. This is being driven by:

- consumers, investors and organizations looking to partner with brands that reflect their own values and beliefs
- savvy consumers demanding brand authenticity and seeing through surface level statements and policies
- social media empowering the public to shape business practices and ethics and expose brands who do not meet those expectations
- famous brands bringing social purpose into their core identity and creating a race to the top for sustainability
- brands still unwilling to change being forced to implement new policies and practices as regulators introduce hard and soft laws

Understanding and embracing this societal trend is critical to a brand's success.

What we do

Brands and their value are positively and negatively impacted by a wide range of legal and commercial issues. To stay ahead of the competition, these issues shouldn't be tackled in isolation. Total Brand Care is our approach to helping clients navigate all of the challenges facing their brand. We draw on our global reach, breadth of practice and collaborative culture to deliver holistic advice considering important environmental, social and governance issues. We advise on:

- brand creation, protection and strategy in alignment with corporate, social and environmental objectives
- commercial, regulatory and litigious matters relating to marketing, advertising, labeling and social media usage
- partnerships, sponsorships, licensing and other commercial agreements between corporate brands and social ventures
- corporate governance, labor, supply chain and M&A due diligence related matters
- compliance with new economic, social and environmental laws and regulations requiring accountability and disclosure
- responding to crises impacting brand reputation through a combination of legal and strategic communications professionals

We practice what we preach. Whether it's teaming up with non-profits, investing time in our local communities, providing free legal services to those who need it most, or pursuing ambitious environmental and sustainability goals, positive social influence underpins the Hogan Lovells brand. It is embedded in our strategy and it defines our culture. It also shapes our client relationships. That's why we frequently collaborate with likeminded clients to tackle societal and environmental issues together.

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Our impact

We regularly work with clients to support them on opportunities and challenges at the intersection of brand, the environment, social purpose and governance. Examples include:

- Advising the British Paralympic Association in relation to its brand strategy, which includes the prevention of ambush marketing across mainstream and social media, as well as commercial advice relating to advertising campaigns and online platforms
- Advising an NGO on all aspects of its high-profile collaboration with an online streaming platform and production studio for a new natural history series intended to drive environmental change
- Supporting an organization providing a centralized platform for launching petitions in the human rights and social sector in securing their trademark rights
- Advising a social enterprise creating immersive exhibitions and workshops to facilitate social inclusion on its global brand strategy and the management of its trademark portfolio
- Assisting a wildlife conservation charity with intellectual property issues in relation to various contracts they have with charitable partners and for and in connection with various events
- Advising a London-based charity that collects surplus food and distributes it to charities and schools with trademark filings and licensing agreements to protect its brand
- Hosting a client event series focused on diversity as a brand value in collaboration with corporates and industry non-profits – why it matters and how brands benefit from being diverse, from brand reputation to talent retention



Useful links

- [Total Brand Care](#)
- [Trademarks and Brands](#)
- [Business Integrity](#)



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