

## Anthonia Ghalamkarizadeh, M.Jur. (Oxford)

Counsel  
Hamburg

### Biography

Anthonia Ghalamkarizadeh advises her clients, many of them owners of famous brands, on all aspects of trademark law and unfair competition. The integrated cross-border and online enforcement of her clients' IP rights is a special focus of her work. Anthonia's client base spans software and online services, consumer electronics and entertainment, as well as beauty care and automotive. She has extensive experience in global brand enforcement strategy and litigation and advises her clients on all steps of the way: From strategic advice on obtaining and protecting trademarks and other intellectual property rights to their enforcement against imitations, scams, misleading and false advertising and other forms of misuse.

Anthonia oversees the global trademark enforcement work for several of her clients, among them Mozilla and trivago. To that end she collaborates with colleagues in many jurisdictions on a daily basis.

Anthonia regularly publishes on current trademark, online and unfair competition topics, exploring the legal implications of current market realities such as ad-blocking and the effective protection against online scams. She is a member of the Marques "Class 46" team of trademark bloggers and writes for the firm's



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### Languages

English  
Italian  
German

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### Practices

Domain Names  
Intellectual Property  
Marketing and Advertising  
Trademarks and Brands

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### Industries

Consumer  
Life Sciences and Health Care

LimeGreen IP knowledge site and for external legal publications. Anthonia also is an active member of the European Legal Network of the Free Software Foundation in Europe.

Anthonia studied law with a strong international focus. She obtained her Magister Juris degree from the University of Oxford in 2004, where she was also awarded the John Morris Prize in Conflicts of Law.

## Representative experience

Lead outside counsel managing Mozilla's global brand enforcement and strategy for its famous open source browser software Firefox and all other Mozilla brands.

Representing Mozilla in a high profile criminal trial for fraudulent selling of software, leading to prison sentences and award of damages to Mozilla.

Representing LEGO on all aspects of trademark, unfair competition and domain name enforcement, litigation and strategy.

Advising a leading guitar manufacturer on its strategy in enforcing its IP rights in several famous guitar body shapes in Germany and other European countries.

Leading and coordinating the global trademark, unfair competition and domain name work for trivago, a leading accommodation search and comparison platform.

Advising a leading online payment service on trademark matters in Germany.

## Awards and rankings

- Listed as Rising Star, *Managing Intellectual Property IP STARS*, 2018

## Latest thinking and events

TMT

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## Areas of focus

False Advertising and Unfair Competition

Fashion and Luxury Brands

Hotels and Leisure

IP Litigation, Arbitration, and Alternative Dispute Resolution

Pharmaceutical and Biotechnology

Retail and Consumer Goods

Strategic Counseling and Portfolio Development

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## Education and admissions

### Education

M.Jur., University of Oxford, 2004

King's College London

University of Berlin

University of Passau

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## Memberships

INTA

FSFE European Legal Network

Marques Class 46

INTA Unreal Campaign Committee

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- Hogan Lovells Publications
  - Total Brand Care: Protecting the valuable investment in your brands *Total Brand Care*
- Hogan Lovells Publications
  - Integrated IP enforcement
- Blog Post
  - Germany's highest court rules on apps and weather
- Blog Post
  - Germany: Adblock Plus - Third court ruling rejects claims against Eyeo
- Blog Post
  - Germany: Two bears meet in court – Federal Supreme Court (BGH) substantiates the relation between word marks and 3D marks
- Published Works
  - BGH rules on Blue: Market recognition and survey tuning for single colour marks *SMD Country Index*