

Susanne Karow

Partner
Hamburg

Biography

Susanne Karow has been dealing with intellectual property rights for more than 20 years. She mainly works in the field of trademark and unfair competition law and is often recommended in particular for trademark portfolio management.

She advises her clients on the selection of trademarks and company names and conducts the registration proceedings before the German Patent and Trademark Office, the International Office in Geneva and the Community Trademark Office. Further areas of her work include infringement proceedings, including internet, domain, company name and title disputes, license agreements and the filing and enforcement of designs. Susanne advises companies from different industries groups, in particular in the field of telecommunications, food, pharma and medical devices.

Susanne is engaged in corporate social responsibility and coordinates the pro bono work in our Hamburg office.

Representative experience

Managing the trademark portfolio of Sausalitos and representation in all trademark matters.

Managing the international trademark portfolio of



Phone

+49 40 419 93 298

Fax

+49 40 419 93 200

Email

susanne.karow@hoganlovells.com

Languages

English
German

Practices

Domain Names
Intellectual Property
Trademarks and Brands
IP Litigation, Arbitration, and
Alternative Dispute Resolution

Industries

Consumer
Life Sciences and Health Care

Canyon Bicycles and representation in all trademark matters.

Managing the entire trademark portfolio of FlixMobility GmbH as well as advising on other trademark issues.

Awards and rankings

- Included for IP law, *Edition Best Lawyers™ in Germany*, 2019
- Intellectual Property: Trade marks and Unfair Competition, *Legal 500 EMEA*, 2019
- Recommended lawyer for trademark and unfair competition law, *JUVE handbook*, 2018/2019
- Trademarks, Women in Business Law, *Legal Media Group's Expert Guides*, 2019

Latest thinking and events

- News
 - Seven IPMT partners shortlisted in "Women in Business Law"
- Insights
 - Doing Business in Germany: Consumer Sector - IP
- Hogan Lovells Publications
 - Doing Business in Germany: Consumer Sector
- Hogan Lovells Publications
 - Germany: New guidelines for designating vegan and vegetarian products with meat related terms
- News
 - Germany: Introduction of Certification Marks
- Press Releases
 - One Germany - Hogan Lovells announces new Managing Partner for Germany role

Technology and Telecoms

Areas of focus

IP Licensing, Commercialization, and Technology Transfer

IP Rights in Transactions

Hogan Lovells China Desk

Education and admissions

Memberships

GRUR

ECTA

PTMG

INTA

Accolades

"very high level in official proceedings" (competitor)

JUVE handbook, 2016/2017

"very competent trademark lawyer" (competitor)

JUVE handbook, 2014/2015
