

## Catharine Lau

Senior Associate

Hong Kong

### Biography

Catharine is our senior associate in the Intellectual Property Media and Technology Group.

She has extensive and practical experience in both contentious and non-contentious IP and TMT matters with a focus on trade marks and data privacy. She is also experienced in civil litigation and regulatory investigations.

Catharine has assisted well-known brand owners register their IPs, managed their IP portfolios regionally and globally and devised appropriate brand protection strategies. She frequently advises clients on trade mark opposition, cancellation and invalidation proceedings, domain name complaints and IP infringement matters. Apart from IP and data privacy, Catharine also advises on issues concerning advertising and trade descriptions.

Catharine graduated with a first class Honours law degree at university. She was admitted as a solicitor in Hong Kong in 2014.

### Representative experience

Representing a global pharmaceutical company in Hong Kong High Court proceedings concerning breach of contract and trade mark claims in a multi-jurisdictional dispute.



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### Languages

Cantonese

Chinese

English

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### Practices

Education

Real Estate

Intellectual Property

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### Education and admissions

Acting for a leading voice-recognition software company in a Hong Kong litigation case.

Representing a global brewer in various Hong Kong High Court proceedings in trade mark claims against shadow companies.

Advising a well-known fashion brand on IP protection strategy and customs recordal in Hong Kong.

Advising clients on cyber fraud and reporting to Hong Kong Police.

Advising local companies and institutions on extra-territorial effect of GDPR and conducting audit on client's data handling procedures.

Advising on a wide range of data privacy matters, e.g. data breaches, data audits, direct marketing, etc. for retail clients, employment agencies, etc.

Advising clients on a range of e-commerce topics, e.g. selective marketing, data transfer issues in customer loyalty schemes, use of e-signature, trade description and etc.

Advising a Japanese sports equipment manufacturer on its IP protection strategy across the Asia-Pacific region.

Advising a construction company on funding and distribution agreement relating to patented technology.

## Latest thinking and events

- Webinar
  - Updates on IP Laws and Practice in Hong Kong
- Hogan Lovells Events
  - Asia IP webinar series: Use it or lose it? Trademark non-use cancellation proceedings
- Media Mention
  - Eugene Low and Catharine Lau author in Hong Kong Lawyer April issue: "An Overview of the Consultation Paper on Mandatory Cooling-Off

## Education

LL.B., Swansea University, 2010

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## Bar admissions and qualifications

Hong Kong

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Period"

- Awards and Rankings
  - Hogan Lovells wins China Foreign Firm of the Year and Japan Foreign Firm of the Year by the Managing Intellectual Property Asia Awards 2019
- Hogan Lovells Publications
  - Wait a minute – introducing mandatory cooling-off period *IPMT Alert*
- Hogan Lovells Publications
  - Consumers' free choice: Consumer Council published report on mandatory cooling-off period in Hong Kong