

## Yvonne Draheim, LL.M. (Stellenbosch)

Partner

Hamburg

### Biography

Yvonne Draheim focuses on intellectual property law. She has developed her practice to cover almost every type of contentious and advisory IP work in Germany, Europe and the US. Over the years, Yvonne has helped numerous renowned clients to prevent and resolve disputes in the areas of trademarks, unfair competition law, copyright, domain names and designs.

Given her diverse practice, Yvonne has assisted clients from various industry sectors including media, entertainment, food and beverages, energy, automotive, and agriculture. Her achievements have constantly been noticed by *Best Lawyers Germany*, *JUVE* and *The Legal 500 Germany*.

Besides her practical work, Yvonne also appreciates the more academic side of IP Law. She teaches Intellectual Property Law at the Bucerius Law School in Hamburg (International Master Program as well as German students) and comments on a number of provisions of the German Trademark Act in a renowned German trademark law commentary. She studied law at the University of Hamburg and obtained her Master's degree at the University of Stellenbosch/South Africa in 1996.

Yvonne is a member of the German Association for Intellectual Property and Copyright (GRUR) and the International Trademark Association (INTA). Appreciating the value of Community Investment,



### Phone

+49 40 419 93 218

### Fax

+49 40 419 93 200

### Email

[yvonne.draheim@hoganlovells.com](mailto:yvonne.draheim@hoganlovells.com)

---

### Languages

English  
French  
German

---

### Practices

Communications, Internet, and  
Media  
Copyright  
Designs  
Domain Names  
Blockchain and DLT

---

### Industries

Automotive  
Consumer

Yvonne is the partner in charge of the inter-schools debating competition "Debate It!" in Hamburg. The program aims at improving pupils' verbal, writing and reading skills as well as helping them to develop their knowledge of current affairs, critical thinking skills and confidence.

## Representative experience

Representing Caterpillar Inc. in portfolio management, constant legal representation and advice as well as trademark litigation.

Representing Facebook, WhatsApp and Instagram in trademark and company name, in particular domain name matters.

Representing a worldwide leading international energy company in portfolio management, constant legal representation and advice.

Representing H&M in portfolio management, constant legal representation and advice in trademark, design and unfair competition litigation.

Representing Merck & Co. Inc. in IP litigation, namely representation and advice in global cross-border infringement proceedings regarding name rights.

Legal representation and advice of Philips in court proceedings, inter alia against Remington re protectability of three-headed shavers.

Representing ProSiebenSat.1 Group in portfolio management, constant legal representation and advice, trademark clearance and launches, trademark litigation.

## Awards and rankings

- Frequently mentioned lawyer for Intellectual Property Rights, *kanzleimonitor.de*, 2018/2019
- Recommended as top lawyer for Intellectual Property Law and Media law, *Best Lawyers™*, 2020
- Frequently recommended lawyer for trademark and unfair competition law, *JUVE handbook*, 2019/2020
- Recommended lawyer for trademark and unfair

Energy and Natural Resources

Life Sciences and Health Care

---

## Areas of focus

Advertising and Copy Clearance

Broadband, Internet, and E-commerce

Connected Cars

False Advertising and Unfair Competition

Fashion and Luxury Brands

Food and Beverages

---

## Education and admissions

### Education

LL.M., University of Stellenbosch, 1996

University of Hamburg, 1994

---

## Memberships

German Association for Intellectual Property and Copyright (GRUR)

International Trademark Association (INTA)

---

competition law, *Legal 500 Germany*, 2020

- Recommended lawyer for Trademark and Competition Law, *Legal 500 Germany*, 2021
- Recommended lawyer for Trademarks, *WTR 1000 Germany*, 2021

## Latest thinking and events

- News
  - "MALLE" remains free for everyone - GC confirms cancellation of "MALLE" trademark
- News
  - ECJ: Protected Designation of Origin can also be infringed when used for services
- News
  - German Federal Court of Justice decision: Finally more legal certainty regarding influencer marketing
- News
  - Put a cork in it: EU General Court says sound file of "opening a carbonated beverage" not registrable as a sound mark
- News
  - CJEU opinion to German Courts on PDOs: if it says Champagne, it must taste like Champagne
- News
  - Dealing with social media influencers: Germany