

Sahira Khwaja

Partner

London

Biography

Sahira Khwaja works with her clients to protect some of their key assets - their brands and underlying IP rights. She helps her clients obtain, protect and commercialize these assets so that they are of the most benefit and use to her clients' businesses. Sahira leads our brands practice in London and is the co-head of the firm's Fashion & Luxury Brands group.

Many of Sahira's clients are in the consumer and TMT sectors, and she has a keen knowledge and understanding of the underlying commercial drivers for those businesses. Her aim is to give her clients commercially pragmatic advice that fits the demands of the sectors and markets in which they operate. She has helped her clients to register new IP rights for new brands and products, has assisted them in stopping their competitors from misusing their IP and in licensing and franchising them to take advantage of new business opportunities.

Sahira's career began at one of the UK's leading IP boutique firms before she joined us in 2001 as an associate, becoming a partner in 2012. Sahira has also worked in-house, on secondment to a major UK terrestrial broadcaster where she spent two years launching new television channels, closing down others, and negotiating EPG, platform and carriage arrangements.



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Languages

English

Practices

Consumer Law

Copyright

Designs

Intellectual Property

Trademarks and Brands

Industries

Life Sciences and Health Care

TMT

Representative experience

Acting for a major online retailer on use of third party brands in its online stores in the UK Court of Appeal.

Advising Skype on brand-related issues in the UK.

Advising Ford on the IP aspects of its sale of Volvo to Zhejiang Geely, including on complex cross-licensing arrangements.

Advising Mars on contentious and non-contentious issues relating to its brands, in particular in relation to licensing issues, and on infringement and validity issues.

Advising on potential brands ownership and use issues for a major territorial broadcaster.

Acting for Walkers, in High Court trademark litigation concerning the packaging of its market-leading crisps products.

Acting for a drinks manufacturer in High Court trademark litigation regarding its market-leading brand NURISHMENT.

Advising on franchising arrangements for retail clients, including Post Office Limited regarding franchises branches and of travel money business to WH Smith Limited.

Latest thinking and events

■ Press Releases

- Hogan Lovells advises Asahi on its £250 million acquisition of the entire premium beer business of Fuller, Smith & Turner

■ Hogan Lovells Publications

- Trending topics in retail and fashion

■ Hogan Lovells Publications

- Product Lifecycle Analysis Tool (PLAN)

■ Hogan Lovells Publications

Areas of focus

False Advertising and Unfair Competition

Fashion and Luxury Brands

IP Licensing, Commercialization, and Technology Transfer

IP Rights in Transactions

IP Litigation, Arbitration, and Alternative Dispute Resolution

Retail and Consumer Goods

Strategic Counseling and Portfolio Development

Education and admissions

Education

Diploma, University of Bristol, 1999

M.A., University of Cambridge, St Catharine's College, 1991

Memberships

International Trademark Association (INTA)

Accolades

"Khwaja has a gift for understanding what makes her clients tick on a commercial level and then tailoring her strategies and approach to achieve business aims - if that means staying out of court or going the distance, she is always ready."

- The most wonderful time of the year? Five things retailers need to consider this holiday season
- ■ Wearable technology - IP opportunities and risks
- Published Works
 - A view of the future: Empowering the next generation of women business leaders