

Marlen Annika Mittelstein, LL.M. (Essex)

Counsel
Hamburg

Biography

Marlen Mittelstein focuses on trademark, design and unfair competition law and is a Counsel in our Hamburg office. She acts for clients from various sectors, especially in the area of wind energy, insurance, consumer products, food and beverages. From early on, Marlen was interested in international aspects of business and law. This empowers her to optimize trademark and design portfolios of national and international clients. Moreover, she has extensive experience in the enforcement of trademarks, designs and business names before offices and courts, be it as the representative for the owner of such IP rights or a company defending itself against respective third-party attacks.

Marlen's consultancy also includes the development of new trademarks. She was responsible for the re-branding of a well-known company from the wind energy sector and accompanied the launch of various product trademarks on a global level. Furthermore, she gives legal advice on new advertising strategies and represents clients in unfair competition law matters. Marlen concentrates on intellectual property law.

She studied law at the University of Hamburg, Germany and the University of Essex, Great Britain. There, she focused on European Competition/Antitrust law and



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Languages

English
German

Practices

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

Industries

Automotive
Consumer
Energy and Natural Resources

obtained a LL.M. degree in European Community law. She is a member of the German Association for the Protection of Industrial Property and Copyright (GRUR).

Representative experience

Strategic advice of the Vorwerk group in trademark and press law.

Trademark advice in connection with company re-naming and launches of new products, i. a. in connection with the re-branding of a well-known company from the wind energy sector.

Representing an important insurance company in portfolio management, constant legal representation and advice.

Representing CeramTec in trademark and design litigation, inter alia before the ECJ.

Representing Vorwerk group in portfolio management, constant legal representation and trademark litigation.

Representing various beverage companies in portfolio management, constant legal representation and advice.

Representing a logistics company in portfolio management, constant legal representation and advice.

Advising an important pharmaceutical company regarding trademark, design and unfair competition law.

Awards and rankings

- Intellectual Property: Trade marks and unfair competition, *Legal 500 EMEA*, 2019

Latest thinking and events

- Webinar
 - The EU's Digital Services Act package - What you need to know
- Webinar
 - The EU's Digital Services Act package – What you need to know
- Press Releases

Insurance

Technology and Telecoms

Areas of focus

False Advertising and Unfair Competition

IP Licensing, Commercialization, and Technology Transfer

IP Rights in Transactions

Retail and Consumer Goods

Strategic Counseling and Portfolio Development

Education and admissions

Education

University of Essex, 2003

University of Hamburg, 2002

Specialist for intellectual property law

Memberships

German Association for the Protection of Industrial Property and Copyright (GRUR)

- Hogan Lovells rings in the New Year with 30 promotions to partner and 47 promotions to counsel
- Insights
 - Europe: CJEU / GC Roundup – H1 2018
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- News
 - CJEU On Designs Which Are Solely Dictated By Technical Functions