

Lloyd Parker

Office Managing Partner
Tokyo

Biography

As Head of our Intellectual Property, Media, and Technology practice group in Asia, Lloyd Parker provides trademark portfolio management and enforcement counsel to clients in a broad range of industries.

With over 25 years of experience as an intellectual property lawyer, he regularly works with the firm's global offices and with other law firms in more than 150 jurisdictions, to offer multi-jurisdictional trademark advice (contentious and non-contentious) to clients. Having gained experience as a management consultant at one of the world's most famous management consulting companies, he provides legal counsel in a commercial, strategic, and practical manner.

His counsel to clients goes beyond traditional trademark advice.

He created and is leading our Total Brand Care concept. This is designed to assist our clients through a holistic service relating to brands by integrating a number of our legal practices beyond trademark law that are relevant to commercializing and protecting the value and reputation of a company and their brands. As part of the service we will soon launch an online platform which delivers a powerful combination of advanced AI



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Languages

English
Japanese

Practices

Trademarks and Brands
Intellectual Property
Designs
Trade Secrets and Confidential
Know-how

Industries

Automotive and Mobility
Consumer

technology and in-depth legal knowledge, designed to enable clients to quickly and proactively streamline the creation, management and protection of their valuable brands.

He also created and continues to lead our Annual Brand Benchmarking Report, which provides to our clients practical global benchmarking data from hundreds of companies about how companies approach trademark prosecution, enforcement, and internal management of their trademark departments.

Lloyd is recognized by every independent legal directory as a "leading IP lawyer in Japan."

Representative experience

Advising one of Japan's top automotive brands by revenue on global trademark portfolio management, including applications, office actions, oppositions, negotiations, and agreements in over 150 countries

Creating and implementing an international brand protection strategy for a leading Japanese company resulting in the seizure of over 250 million infringing goods worldwide

Advising Japanese electronics manufacturer on global trademark and design portfolio management, including searches, applications, negotiations with third party right holders and enforcement against infringers

Advising Japanese medical devices manufacturer on domain name registration and renewal, and global trademark portfolio management including clearance searches, applications, and registrations

Advising a leading Japanese electronics manufacturer on their global licence agreements

Advising one of the world's most famous food and beverage companies on the registration and protection of their brands

TMT

Areas of focus

IP Rights in Transactions

IP Litigation, Arbitration, and Alternative Dispute Resolution

Strategic Counseling and Portfolio Development

Automotive Regulatory

Rail

Education and admissions

Education

Kyoto University of Foreign Studies, 1994

Doshisha University

B.A., University of Queensland, 1992

LL.B, with honors, University of Queensland, 1988

B.Com., University of Queensland, 1985

Memberships

Member, Licensing Executive Society in Japan

Member, International Trademark Association (INTA)

Member, Japan Intellectual Property Association

Awards and rankings

- Ranked among the top 30 trademark experts in the world, *Legal Media Group's Expert Guides to the Top 30 Practitioners Worldwide Per Practice Area - Best of the Best Global*, 2019
- Leading individual in Intellectual Property, *Legal 500 Asia-Pacific*, 2003-2019
- Leading individual in Intellectual Property, *Chambers Asia-Pacific*, 2007-2019
- Leading individual in Intellectual Property, *Chambers Global*, 2005-2019
- The Best Lawyers in Japan, Intellectual Property, *Best Lawyers*, 2017-2020
- Leading individual in Japan for Enforcement and Litigation/Prosecution and Strategy, *World Trademark Review 1000*, 2015-2018
- IP Star for trademark/copyright, Managing Intellectual Property, *IP Stars*, 2014-2019
- Leading individual in Intellectual Property, *Who's Who Legal Japan*, 2014-2019
- Sole winner of Client Choice Award for Trademark in Japan, *International Law Office*, 2015
- Listed in, *World Trademark Review Global Leaders Guide*, 2019

Latest thinking and events

- Events
 - Global Trademark Seminar & Total Brand Care Online Platform Experience
- 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 Events
 - Going Global 2018

Member, International Association for the Protection of Intellectual Property of Japan (AIPPI Japan)

Bar admissions and qualifications

Australia

Solicitor, England and Wales

Japan - Daiichi Tokyo Bar Association (Gaikokuho Jimu Bengoshi)

Court admissions

High Court of Australia

England and Wales

Supreme Court of Queensland

Accolades

Lloyd is recognized as a 'leading IP lawyer in Japan' by all the major legal directories

Chambers Asia-Pacific 2019

"understands Japanese companies well – what they need and how they want their services delivered"

*World Trademark Review 1000
2018*

...a practitioner who is 'detailed, hard-working and understands how Japanese companies work.'

- News
 - Total Brand Care: Integrate Social Purpose into Everything You Do.
- News
 - Total Brand Care: Effective PR Communications to Minimize Damage to your Brand *Total Brand Care*
- News
 - Total Brand Care: Brand Creation – Get it Right from the Start *Total Brand Care*

Chambers Asia-Pacific 2018

Lloyd Parker has an impressive track record assisting well-known multinational corporations with the management of global trade mark portfolios.

Chambers Asia-Pacific 2017

He is excellent - he has a very strong passion in the field of trade marks and at the same time is very flexible in considering client requirements.

Chambers Asia-Pacific 2016

Lloyd Parker is described as 'very impressive, in tune with the client's needs and open to suggestions.' He is experienced at taking on complex cross-border trade mark matters, especially those related to Asia and the Middle East.

Chambers Global 2016

An 'excellent all-rounder', 'client focused' practice head Lloyd Parker leads on trademark matters.

Legal 500 Asia Pacific 2016
