

Charmaine Kwong

Associate

Hong Kong

Biography

Charmaine Kwong assists brand owners in managing their global trademark and design portfolios, securing trademark registrations, and enforcing intellectual property (IP) rights through contentious proceedings, arbitrations, negotiations, or otherwise. She also advises clients on trade descriptions and personal data privacy and protection issues.

Charmaine assists brand owners with managing their global IP portfolio, registering their IPs and devising appropriate brand protection strategies. She also advises clients in litigation and arbitration proceedings involving IP rights and their enforcement. Having trained at Hogan Lovells, she also assisted the Technology, Media, and Telecommunications (TMT) team on matters including advisory work on commercial agreements and data privacy and protection.

Charmaine graduated with a first class honors law degree and was the president of the Undergraduate Law Society at university. She was awarded numerous scholarships, including the Hong Kong Special Administrative Region (HKSAR) Government Scholarship, the Lee Quo Wei Chinese University of Hong Kong (CUHK) Golden Jubilee Scholarship, and our very own Hogan Lovells LLB prize.



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Languages

English
Cantonese
Mandarin

Practices

Copyright
Intellectual Property
Litigation Services
Privacy and Cybersecurity
Trademarks and Brands
IP Litigation, Arbitration, and
Alternative Dispute Resolution

Representative experience

Litigating in Hong Kong (with Mareva injunctions against the defendants) in a copyright and encryption-circumvention case.

Advised a major gaming software company in several successful arbitrations.

Advised telecom clients in lawsuits concerning the recovery of unlawfully-charged licence fees.

Advised a leading lingerie-maker in enforcing its intellectual property rights cross-border against infringers in mainland China.

Represented clients on company name hijacking matters.

Represented various clients with respect to domain name recovery proceedings.

Advised clients on issues of personal data privacy and protection.

Advised a Korean company in the setting up of data centers in Hong Kong.

Advised a global toys company in a trademark dispute in Hong Kong over its household character name.

Advised a cinema chain in handling customer complaints and false advertising issues.

Advised on complaints and regulatory investigations under Trade Descriptions Ordinance.

Advised an Indian solar technology company in a US\$285m arbitration regarding the sale and purchase of solar wafers (HKIAC, Hong Kong).

Awards and rankings

- Rising star 2020/21 (Hong Kong), IP Stars, *Managing IP*, 2020
- Rising star 2019 (Hong Kong), IP Stars, *Managing IP*,

Industries

Technology and Telecoms

Consumer

Sports, Media & Entertainment

Areas of focus

Alternative Dispute Resolution

IERP Dispute Resolution

Fashion and Luxury Brands

Retail and Consumer Goods

Cosmetics and Personal Care Products

IP Licensing, Commercialization, and Technology Transfer

IP Rights in Transactions

Technology Contracts

Education and admissions

Education

P.C.LL., The Chinese University of Hong Kong, Distinction, 2015

LL.B., The Chinese University of Hong Kong, First Class, 2014

Court admissions

Hong Kong

2019

- Individual Silver Award; 2020 Pro Bono and Community Work Recognition Programme, *The Law Society of Hong Kong*, 2020
- Individual Gold Award; 2019 Pro Bono and Community Work Recognition Programme, *The Law Society of Hong Kong*, 2019
- Individual Gold Award; 2018 Pro Bono and Community Service Awards, *The Law Society of Hong Kong*, 2018
- Individuals' Special Award; 2016/17 Recognition Scheme for the Provision of Pro Bono Legal Services, *Home Affairs Bureau, HKSAR*, 2016-2017

Latest thinking and events

- Webinar
 - Updates on IP Laws and Practice in Hong Kong
- News
 - Cheaper in-app purchases... tempting but what is at stake?
- Hogan Lovells Publications
 - Influencer Snapshot: Getting a handle on social media influencers
- News
 - China: 2-Year Time-Bar Revised to 3 Years Under CNDPRP *LimeGreen IP News*
- ■ Fighting Parallel imports in Asia
- Hogan Lovells Publications
 - Antitrust spotlight on HR practices in Hong Kong