

## Andreas Bothe

Partner  
Hamburg

### Biography

Andreas Bothe has 25 years experience as an IP litigator. As an authority in intellectual property law he puts a particular emphasis on trademark as well as unfair competition law, copyrights, designs and domain names. As leading litigator in adversarial proceedings, Andreas is a fighter. However, often his open and direct approach and his pleasant manners help him to win trademark trials. He is renowned for his outstanding negotiating skills. You will not find a reference book in which he is not highly recommended.

He provides strategic advice on the development and protection of trademarks and company rights. In doing so, Andreas covers the trademark research up to the actual filing for trademark registration and the launching of your product. He and his team are there for you every step of the way, both at home and abroad.

Andreas also consults you extensively in all legal matters, e.g. the planning of advertising campaigns or the drafting of contracts. Given his diverse practice, Andreas has – nationally and internationally – assisted high profile clients from many industry sectors including technology, food and beverages, hospitality, fashion and luxury goods, financial institutions and pharmaceuticals.



### Phone

+49 40 419 93 187

### Fax

+49 40 419 93 200

### Email

[andreas.bothe@hoganlovells.com](mailto:andreas.bothe@hoganlovells.com)

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### Languages

English  
German

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### Practices

Commercial  
Copyright  
Domain Names  
Food Law  
Intellectual Property  
IT Law  
Litigation  
Pharmaceuticals and Biotechnology  
Regulatory

The passion for IP rights led Andreas to join the German Association for the Protection of Industrial Property and Copyright, where he has served as president on the executive board for the Northern region for years. Furthermore, Andreas is member of the Executive Board and of the Expert Group for Unfair Competition and Trademarks.

WTR 1000 (2019) names Germany group head Andreas Bothe as the go-to choice of Merck & Co. “Clients really appreciate his accessibility, responsiveness, cost-consciousness, down-to-earth attitude and overall hands-on approach. His advice always comes customised, taking into account the specific company’s intricacies, internal politics and preferences. It’s also really important that his team hasn’t changed much over the years.”

## Representative experience

Acting for Philips in proceedings in Germany as part of the global dispute with Remington over designs protected by Philips' trademarks.

Representing the "Trial of the century" between the corresponding pharmaceutical companies Merck.

Representing a worldwide producer of medical devices in numerous trials concerning color and three-dimensional marks worldwide.

Representing Vorwerk on successful product launches and rebranding projects.

Representing Servion on successful name changes, brand implementation and product launches.

## Awards and rankings

- Intellectual Property: Trade Mark & Unfair Competition, *Chambers Global*, 2018-2020
- Included for Intellectual Property law, *Edition Best Lawyers™ in Germany*, 2020

Trade Secrets and Confidential Know-how

Trademarks and Brands

Technology Litigation

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## Industries

Consumer

Insurance

Life Sciences and Health Care

TMT

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## Areas of focus

Advertising and Copy Clearance

IP Licensing, Commercialization, and Technology Transfer

IP Litigation, Arbitration, and Alternative Dispute Resolution

Media and Entertainment Litigation

Strategic Counseling and Portfolio Development

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## Education and admissions

### Education

University of Münster

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## Memberships

Member, Executive Board German Association for the Protection of Industrial Property and Copyright

- Included for Media Law, *Edition Best Lawyers™ in Germany*, 2020
- Recommended lawyer for Trademark and Competition Law, *Legal 500 Germany*, 2019

## Latest thinking and events

- Awards and Rankings
  - Best Lawyers™ Germany 2020: 86 Recognized Lawyers, five of them Lawyers of the Year
- Insights
  - IPunkt – German Language (Deutsch) IP Newsletter Jan 2019
- Awards and Rankings
  - Best Lawyers™ 2019: Hogan Lovells is ranked with 80 lawyers

President, Northern District Group,  
German Association for the  
Protection of Industrial Property  
and Copyright

Expert, Expert Group for Unfair  
Competition and Trademark Law

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## Court admissions

Germany

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## Accolades

"Andreas Bothe is a 'seasoned, talented litigator' with many loyal fans. Brand owners appreciate not only his expertise but also his accessibility, responsiveness, down-to-earth attitude and cost-consciousness."

*World Trademark Review 1000,  
2018*

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"His advice always comes tailored to the internal politics and preferences of each specific company; he puts in the hours to learn what the corporate mindset and IP history is like everywhere."

*World Trademark Review 1000,  
2018*

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"As the head of IP, Media and Technology in Germany, Andreas Bothe is highly recognized by the competition and described as 'one

of the leading litigators in  
Germany'."

*Chambers Global 2016*

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"Gold - Andreas Bothe is a highly effective litigator, but can also turn his hand to advice on licensing and portfolio development, as well as being a respected expert on unfair competition."

*WTR 1000*

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A "grand fighter" and competitor.  
Good and fair trademark lawyer.

*JUVE handbook, 2013-2016*

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