

Win Yan Lam

Senior Associate
Amsterdam

Biography

Win Yan helps clients to protect and enforce their intellectual property rights. She has more than ten years of experience in IP, with a focus on trademark, copyright and design related issues. Win Yan's practice includes IP litigation, trademark clearances, oppositions before the Benelux Office for IP and anti-piracy matters, such as customs seizures. She also sets up and handles on-going programs for clients to assist them in their efforts against infringement and unauthorized sales on the Internet.

Win Yan assists clients in mainly the video games industry, entertainment, telecommunications, fashion, consumer electronics, and food and beverages. With some of these clients, she has worked closely since the first day she started at our Amsterdam office in 2006. Clients also reach out to her for assistance with IP related issues in China.

Win Yan was seconded to our Shanghai office in 2010; she graduated cum laude from the Erasmus University of Rotterdam in 2005. She was admitted to the Amsterdam bar in 2006 and joined our firm in the same year. Besides an LL.B and LL.M in Dutch law, Win Yan holds a BSc and MSc in Economics.

Representative experience



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Languages

English
Dutch
Chinese

Practices

Copyright
Designs
Domain Names
Intellectual Property
Litigation
Trademarks and Brands
Trade Secrets and Confidential
Know-how

Representing Nintendo in ground-breaking proceedings concerning the sale of devices which circumvent technical measures protecting the copyrights in video game products.

Setting up and managing an on-going program for a luxury fashion house to assist it in its efforts against unauthorized sales on the Internet.

Assisting various clients in disputes concerning private copying levies, both in and out of court.

Obtaining one of the first Dutch ex parte injunctions on the basis of trademark infringement.

Assisting a financial services provider with trademark cancellation and opposition proceedings in China.

Awards and rankings

- Intellectual property: Trade marks, Copyrights and Design Rights, *Legal 500 EMEA*, 2019
- Rising Star, *Managing Intellectual Property IP STARS*, 2017-2018

Latest thinking and events

- Events
 - Webinar: Implementing the EU Trade Marks Directive - what's changing in national trade mark law?
- Press Releases
 - Hogan Lovells advises Daimler on a mobility joint venture with BMW
- Published Works
 - Chinese character marks in the eyes of the European public *European Intellectual Property Review*
- Hogan Lovells Events
 - The creative and innovative input of employees is often indispensable. How to protect this?
- Publications

Industries

Automotive and Mobility

Consumer

TMT

Areas of focus

IP Litigation, Arbitration, and Alternative Dispute Resolution

Strategic Counseling and Portfolio Development

Hogan Lovells China Desk

Education and admissions

Education

BSc & MSc (Economics), University of Rotterdam, 2005

LL.B & LL.M, University of Rotterdam, 2005

- Europe – RCD: Dutch retail chains ordered to cease infringement of design rights of Chinese company
- Hogan Lovells Publications
 - Design and Trade Dress Global Issue I/2016