

PJ Kaur

Associate
Hong Kong

Biography

As an associate in the Intellectual Property, Media and Technology Group, PJ Kaur helps clients who face issues in a broad range of areas, whether it's intellectual property, data protection, competition law or food law.

She has experience in trade mark portfolio management, enforcement and litigation. She actively assisted with a high profile Court of Final Appeal trademark infringement and passing-off case, and a successful Court appeal from a decision of the Trade Marks Registry in relation to a trade mark opposition matter.

PJ Kaur frequently works with clients in the fashion, cosmetics, pharmaceutical, property, electronics, technology and food and beverage industries.

While at university, PJ Kaur was Editor-in-Chief of the City University of Hong Kong Law Review. She has participated in a number of moot court competitions around the world. After graduation and before joining Hogan Lovells, she was Lecturer for a mooting course at the City University of Hong Kong. PJ Kaur speaks English, Cantonese, Hindi and Punjabi fluently and has a basic level of Mandarin and French.

Representative experience

Advising TWG Tea Company on a trademark dispute



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Languages

English
Cantonese
Hindi
Punjabi
Mandarin
French

Practices

Antitrust and Competition
Designs
Intellectual Property
Privacy and Cybersecurity
Food Law
Trademarks and Brands

with Tsit Wing (HK) Co., Ltd – one of the highest profile cases of its kind in Hong Kong, which was granted appeal at the highest level.

Advising a global industry association on its certification mark regime and assisting with enforcement actions, including by monitoring problematic marks, issuing cease and desist letters and filing trade mark opposition proceedings.

Advising a multinational gaming and entertainment company on multi-jurisdictional data protection issues.

Advising a multinational cosmetics and food supplements company on Hong Kong food and labelling regulations.

Advising a leisure and entertainment company on a host of competition law issues, in particular relating to its distribution arrangements.

Latest thinking and events

- Hogan Lovells Publications
 - Trending topics in retail and fashion
- Hogan Lovells Publications
 - Influencer Snapshot: Getting a handle on social media influencers
- Hogan Lovells Publications
 - Antitrust, Competition, and Economic Regulation Quarterly Newsletter - Autumn 2019
- Hogan Lovells Publications
 - Information exchange between competitors – Hong Kong Competition Commission publishes decision on proposed pharmaceutical sales survey *Global Regulatory Alert*
- ■ Expanding your business outside of Asia – Get prepared for IP battles
- Hogan Lovells Publications
 - Hong Kong Competition Commission expands leniency program

Industries

Diversified Industrials

TMT

Areas of focus

Competition Compliance

IP Litigation, Arbitration, and Alternative Dispute Resolution

Strategic Counseling and Portfolio Development

Dawn Raids

Competition law in Hong Kong

Data Protection

Fashion and Luxury Brands

Food and Beverages

Food Advertising and Regulation

Food Legislation and Regulatory Policy Development

IP Licensing, Commercialization, and Technology Transfer

IP Rights in Transactions

Workplace Privacy

Education and admissions

Education

P.C.LL., University of Hong Kong, 2012

LL.B., City University of Hong Kong, 2011

Bar admissions and qualifications

Hong Kong
