

PJ Kaur

Senior Associate

Hong Kong

Biography

Recognised as a 'Rising Star' by Legal 500 Asia Pacific in 2021, PJ Kaur goes the extra mile and tells it like it is. With her twin passions for intellectual property and competition law and experience in commercial contracts and regulatory matters (ranging from data protection to food law), she is able to cover much of a product's life cycle.

PJ Kaur offers strategic brand protection counselling, with extensive experience in trademark portfolio management, enforcement and litigation. PJ Kaur also frequently advises on IP licensing and e-commerce matters and has prepared numerous tailor-made agreements to effectively meet business needs. She is also the go-to associate for competition investigations and competition compliance advice.

PJ Kaur graduated with a First Class Honours in law. PJ Kaur speaks English, Cantonese, Hindi and Punjabi fluently and has a basic level of Mandarin and French.

Representative experience

Acting for TWG Tea Company in trademark litigation 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.

Acting for a rights owner in a successful High Court appeal which overturned an opposition decision of the Trade Marks Registrar (which the Court does only in rare circumstances).



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Languages

English
Cantonese
Hindi
Punjabi
Mandarin
French

Practices

Intellectual Property
Trademarks and Brands
Designs
Copyright
IP and Technology Transactions
IP Litigation, Arbitration, and
Alternative Dispute Resolution
Antitrust and Competition

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

Advising various multinational companies on a host of competition law issues, in particular relating to their distribution and outsourcing arrangements.

Advising an international bank and banking association on competition issues surrounding an industry technology project.

Advising several companies on competition investigations and engaging in cooperation discussions with the Hong Kong Competition Commission.

Assisting multinational companies with IP transactions, including conducting IP due diligence in potential acquisitions and preparing distribution and licensing agreements.

Advising on the IP aspects of a multinational medical device company's exercise to list on the Hong Kong Stock Exchange.

Advising a local developer on its e-commerce arrangements and preparing tailor-made merchant and distributor agreements.

Advising a multinational gaming and entertainment company on various multi-jurisdictional regulatory issues from time to time, including data protection and virtual currencies.

Advising various multinational food and cosmetics companies on Hong Kong food and labelling regulations and preparing submissions to the Hong Kong Centre for Food Safety.

Latest thinking and events

- Webinar
 - Social media influencers: The next frontier
- Insights
 - How dear is an antitrust breach in Hong Kong – flat decorators slammed with HK\$4 million fines

Privacy and Cybersecurity
Marketing and Advertising
Food Law
Gaming Law
Commercial

Industries

Consumer
Sports, Media & Entertainment
Technology and Telecoms
Financial Institutions
Life Sciences and Health Care

Areas of focus

Competition Compliance
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
Advertising and Promotion Compliance
Consumer Product Safety Regulation
Food Compliance and Enforcement
Broadband, Internet, and E-commerce
Cartel Investigations
IP Licensing, Commercialization, and Technology Transfer

- Webinar
 - Updates on IP Laws and Practice in Hong Kong
- News
 - Parity with international regulators? Hong Kong Competition Commission proposes to accept MFN commitments *Global Regulatory Alert*
- Hogan Lovells Publications
 - Trending topics in retail and fashion
- Hogan Lovells Publications
 - Influencer Snapshot: Getting a handle on social media influencers

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, First Class Honours, 2011

Bar admissions and qualifications

Hong Kong
