

## Dr. Andreas Renck

Partner  
Alicante

### Biography

Andreas Renck has been advising on intellectual property law, particularly EU trade mark and Community design law, international IP prosecution and litigation for a number of international clients. Having been involved in thousands of application and opposition proceedings before the European trade mark office (EUIPO) in Alicante, his knowledge and skills also span from representing clients in major cases before the General Court and Court of Justice in Luxembourg, to coordinating litigation proceedings in various European countries. Andreas has been coordinating worldwide or regional settlements.

His business centred, proactive and innovative approach helps turn his clients' complex issues into opportunities. He advises a wide range of clients including the automotive, pharmaceutical, beverages, information technology and telecommunications industries.

Andreas focuses on international trademark portfolio filing and defence strategies, with an emphasis on colour, position and sound marks. He further has a strong record in dealing with complex and technically difficult prosecution matters, including obtaining evidence required to prove secondary meaning, including survey evidence. He is also the Office Managing Partner of Hogan Lovells' Alicante office.



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### Languages

English  
German  
Spanish

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### Education and admissions

#### Education

Bar Exam, Hamburg, 1996

Ph.D., University of Hamburg, 1995

LL.M European Community Law,  
University of Essex, 1994

University of Hamburg, 1992

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As part of the Alicante offices Andreas won the MIP Award for the best OHIM firm in 2013 (currently EUIPO) and twice the European trade mark firm of the year award by MIP. He is praised in WTR for his knowledge of EUIPO proceedings and representations in the Luxembourg court.

Andreas is a lecturer at the Master Course program at the University of Alicante, and co-author of 'Computerrechts-Handbuch' and the IP Concise besides various articles on European Union and international trade mark law and Internet law. He is a member of INTA's Harmonization of Trademark Law and Practice Committee and an active member of ECTA.

## Representative experience

Representing international and medium sized companies in proceedings before the General Court in Luxembourg

Advising clients on world-wide prosecution and litigation strategies in trade mark conflicts

Advising various international clients on complex worldwide settlement and coexistence agreements with main competitors, in particular in the financial and electronic industry

Representing clients in proceedings before the EUIPO and coordinating national court proceedings against the opponents

Advising clients on filing and defence strategies in relation to non-traditional trade marks and defending those marks before the EUIPO

## Awards and rankings

- Intellectual Property (Germany), Expertise Based Abroad in Spain, *Chambers Global*, 2018-2020
- Intellectual Property: Patents, *Legal 500 EMEA*,

## Memberships

ECTA

INTA

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## Accolades

"Andreas Renck enjoys a sterling reputation for his knowledge of OHIM proceedings and representations in the Luxembourg court."

*WTR 2015*

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Andreas Renck is considered to be "really responsive and on top of all legal issues."

*Chamber 2017*

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Andreas Renck is mentioned as a "noteworthy" trademark practitioner.

*Legal 500 2017*

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Andreas Renck received the Client Choice Award 2017 for Trademarks, Spain

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2018-2019

- Intellectual Property: Trade marks, *Legal 500 EMEA*, 2018-2019

## Latest thinking and events

- Webinar
  - How to weather the storm: bolstering your brands in challenging times in the U.S. and Europe
- Insights
  - EU Trademark seniority claims: Saving costs by driving value
- News
  - EU: CJEU to Shed Light on Colour Per Se
- Events
  - Webinar: Implementing the EU Trade Marks Directive - what's changing in national trade mark law?
- News
  - No deal Brexit: Trade mark and design right protection planning
- Insights
  - Europe: Everything you Always Wanted to Know About Certification Marks