

Dr. Patrick Fromlowitz, LL.M. (Edinburgh)

Counsel
Hamburg

Biography

Patrick Fromlowitz focuses on advising leading national and international companies from various sectors such as the pharmaceutical, construction, fashion and oil industry. In addition to the international enforcement of trademark rights, design rights and copyrights as well as claims based on unfair competition law, Patrick's practice includes strategic trademark consulting and drafting of license agreements.

He studied law at the universities of Marburg and Edinburgh. After his First State Exam in Law he worked for a major international law firm in Frankfurt and wrote a dissertation which focused on moral rights and personal rights.

Patrick is a member of the German Association for the Protection of Industrial Property and Copyright (GRUR).

Representative experience

Representing and advising Caterpillar in trademark disputes.

Representing and advising H&M in trademark disputes

Representing Merck & Co., Inc., Kenilworth, N.J., U.S.A. in cross-border trademark disputes.

Representing and advising an ambitious company from



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Languages

English
German

Practices

Copyright
Designs
Domain Names
Intellectual Property
IT Law
Marketing and Advertising
Trademarks and Brands
Technology Litigation

the oil sector in trademark disputes.

Representing and advising ProSiebenSat. 1 Group in trademark disputes.

Latest thinking and events

- Insights
 - Green brands: how trademark law can promote sustainable business practices
- News
 - German Federal Court of Justice: Personal image for unrelated content is unlawful "clickbait" advertising
- News
 - Lindgren heirs win in dispute over Pippi Longstocking lyrics
- Insights
 - Protected designation of origin can protect more than just the name
- Hogan Lovells Publications
 - Global Media, Technology and Communications Quarterly – Spring/Summer 2020
- Insights
 - German Federal Court of Justice on "Metall auf Metall": the endless sampling story continues

IP Litigation, Arbitration, and
Alternative Dispute Resolution

Industries

Automotive
Consumer
Energy and Natural Resources
Life Sciences and Health Care
Technology & Telecoms

Areas of focus

Advertising and Copy Clearance
Broadband, Internet, and
E-commerce
False Advertising and Unfair
Competition
IP Licensing, Commercialization,
and Technology Transfer
IP Rights in Transactions
Media and Entertainment Litigation
Mining and Resources
Networks and Platforms
Oil and Gas: Supply, Marketing, and
Trading
Personality Rights
Pharmaceuticals and Biotechnology
Power: Renewable Power
Retail and Consumer Goods
Sales Promotions
Strategic Counseling and Portfolio
Development

Education and admissions

Education

LL.M., University of Edinburgh, 2013

Dr. iur., Philipps-Universität Marburg, 2013

Second State Exam in Law, Higher Regional Court of Hamburg, 2011

First State Exam in Law, Philipps-Universität Marburg, 2006

Memberships

German Association for the Protection of Industrial Property and Copyright (GRUR)
