

## Dr. Eva-Marie König

Associate

Tokyo

### Biography

Dr Eva-Marie König is an associate in the Intellectual Property, Media and Technology team in Tokyo. Her practice focuses on trademark enforcement and brand portfolio management.

Having studied in Germany and the United Kingdom, and worked in the United States, Germany and Japan, Eva-Marie has a wide range of intellectual property law experience covering multiple jurisdictions. She regularly advises international and Japanese clients regarding brand strategies, trademark prosecution and protection, trademark litigation and dispute resolution. She also has significant experience drafting and negotiating IP contracts and commercial contracts, and conducting IP due diligence in transactions, as well as advising on copyright law, unfair competition law, and data privacy law.

Prior to joining Hogan Lovells, Eva-Marie worked and trained in leading law firms in Germany and New York, in one of the big four Japanese law firms in Tokyo, and in-house in the legal department of a major Japanese IT company in Tokyo.

### Latest thinking and events

- Webinar
  - Launch Webinar: Hogan Lovells Asia-Pacific Data



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### Languages

German  
English  
French

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### Practices

Intellectual Property  
Trademarks and Brands  
Copyright  
IT Law  
Domain Names  
Trade Secrets and Confidential  
Know-how

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## Protection and Cyber Security Guide 2021

- News
  - Watch our webinars: Data privacy law in Japan and its recent amendments
- News
  - Effective dates for amended Data Privacy law in Japan announced
- Hogan Lovells Publications
  - International products law review 2020: Issue 77

## Industries

Automotive  
Consumer  
Technology & Telecoms

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## Education and admissions

### Education

Ph.D., Humboldt University of Berlin  
Second State Exam in Law, Higher Regional Court of Berlin  
First State Exam in Law, Humboldt University of Berlin  
Diploma in Legal Studies, King's College London, with distinction

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## Memberships

German-Japanese Association of Jurists (DJJV)

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## Bar admissions and qualifications

Germany

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