

## 周麗安

合夥人 | 知識產權 | 香港

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Emmy is a Partner in the HK and International Trade Marks Practice.

Emmy is qualified as a solicitor in Hong Kong and England and Wales (non-practising) and holds a LLB and a PCLL from The University of Hong Kong.

Emmy has been advising on Hong Kong and international trade mark protection for over 15 years and has extensive experience advising on brand clearance, filing strategy, portfolio management including portfolio audit/reviews, prosecution, and contentious trade mark matters such as opposition, opposition, invalidation and revocation proceedings, including appeals before the High Court. Emmy also advises on commercial trade mark matters ranging from conducting due diligence in the acquisition of assets/businesses, to negotiating co-existence agreements, and advising on IP aspects in Initial Public Offering (IPO) projects.

Emmy handles the international and regional trade mark portfolios for local and multinational clients in sectors ranging from luxury goods and hospitality, to food and beverage, pharmaceuticals and chemicals, to insurance and finance. Her clients include Italian/French luxury brands, the world's leading diamond company, pharmaceutical giants based in France, Germany and the US, a British multinational household/consumer goods company, leading insurance and financial companies, and a US-based international hotel group.

Emmy has been recognised as a Trade Mark Rising Star (2019) and a Notable Practitioner (2020-2021) by *Managing IP*, a Bronze Tier Individual in Prosecution and Strategy in Hong Kong (2021) by *WTR1000*, and as a Key Lawyer for IP (2021) by *Legal 500 Asia Pacific*.

### 重點

- Advising a European luxury brand in the successful registration of a defensive trade mark.
- Acting for a US-based chemical company in managing its portfolio of over 600 applications/registrations in over 15 jurisdictions across Asia.
- Advising a pharmaceutical giant on trade mark clearance for its pharmaceuticals and vaccines.
- Advising one of the world's fastest-growing cryptocurrency exchanges on the protection strategy of its house and product marks.
- Advising an Italian luxury brand on clearance of its Chinese character mark throughout Asia
- Advising a German-based footwear manufacturer on its 3-dimensional trade mark protection strategy and prosecution of its 3-dimensional mark applications in Hong Kong.
- Advising an Italian fashion house on protection of 3-dimensional trade marks relating to shoes in Hong Kong.
- Advising food companies on certification marks for various food products.
- Advising an Italian multi-brand fashion group on trade mark clearance, brand protection and successful opposition and invalidation proceedings against numerous confusingly similar marks in Hong Kong and Asia.
- Advising a world leading fashion house in appeals before the High Court relating to trade mark disputes with a long-term rival.

### 更多關於 周麗安



#### 主要業務領域

- 知識產權
  - 網絡和在線業務
  - 商標

#### 行業

- 消費品與零售
- 金融機構
- 酒店與休閒
- 生命科學與醫療保健

#### 語言

- 英語
- 廣東話
- 普通話

#### 律師資格

- 香港
- 英格蘭及威爾士

## 業界嘉許

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獲《亞太法律500強》評為香港知識產權領域的推薦律師（2021年至2022年）

獲《世界商標評論1000強》評為香港地區訴訟與策略銅級個人（2021年）

獲《知識產權管理》評為香港地區知名從業者（2020年至2021年）

獲《知識產權管理》評為香港地區新星律師（2019年）

## 會員資格

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- Member, The Law Society of Hong Kong
- Member, Hong Kong Institute of Trade Marks Practitioners
- Committee Member, Law Committee, European Communities Trade Mark Association (ECTA) (2021-2023)

## 學歷

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- PCLL, The University of Hong Kong
- LLB, The University of Hong Kong