

Loretta Lau

Partner | Intellectual Property | Hong Kong

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Loretta is a Partner of the Hong Kong and International Trade Marks Practice.

Loretta is qualified as a solicitor in Hong Kong and England and Wales (non-practising) and holds a Bachelor of Commerce (Finance) from the University of British Columbia and a PCLL from the University of Hong Kong.

Loretta has been advising on Hong Kong and international trade mark protection for over 15 years and has extensive experience in trade mark searching and clearance, filing strategy and trade mark prosecution. She handles large international trade mark filing programs and contentious trade mark matters including opposition, invalidation and revocation proceedings, as well as commercial IP matters such as licensing, assignment, security interest and coexistence agreements. Loretta's practice combines trade mark protection with searching, registering, renewing and transferring domain names.

Loretta previously worked for the Government in the Hong Kong Intellectual Property Department where she advised on policy and copyright issues.

Loretta's clients include world renowned hotel chains, international pharmaceutical and cosmetics companies, a global venture capital firm, leading multinational computer manufacturing companies, a large Hong Kong architect firm and one of the world's largest food and beverages companies. She also advises many local clients on trade marks, domain names and IP issues and represents a number of Hong Kong's long-standing businesses and institutions, individuals and SMEs.

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

Highlights

- Advising a major Hong Kong-based hospitality brand on trade mark filing strategies and trade mark clearance as well as a non-traditional trade mark matter.
- Represented a Japanese prefecture in the successful invalidation of Hong Kong trade mark registrations filed in bad faith.
- Advised and represented an Italian food association in the successful registration of its certification trade mark in Hong Kong.
- Represented a leading global computer manufacturing company in trade mark opposition proceedings, assisting in negotiations and settlement as well as managing its trade mark portfolio and handling assignment records following a company restructure.
- Acting for a Hong Kong transportation company in relation to its global trade mark portfolio management, prosecution and clearance in various jurisdictions including Hong Kong, Macau, Europe, UK and Australia.
- Acting for one of the world's largest food and beverage companies in relation to its portfolio with 1,000+ trade marks including the oldest registered trade mark in Hong Kong and advising on its overall protection strategies, clearance, registration and contentious trade mark matters.
- Assisting a number of leading multinational pharmaceutical companies in trade mark clearance, prosecution and opposition matters.
- Representing and advising a large foreign banking institution on trade mark applications, oppositions and domain name matters.
- Assisting an American professional baseball organization in maintaining its 100+ trade marks as well as handling contentious trade mark matters and successfully revoked a third party's identical trade mark registration based on non-use in Hong Kong.
- Advising a well-known family in Hong Kong which owns finance, real estate and utilities



Principal Areas

- Intellectual Property
 - Internet and Online Business
 - Trade Marks

Sectors

- Education
- Financial Institutions
- Hospitality and Leisure
- Life Sciences and Healthcare
- Transportation and Logistics

Languages

- English
- Cantonese
- Mandarin

Jurisdictions

- Hong Kong
- England and Wales

companies as well as a famous hotel chain on trade mark assignment, licence, clearance and prosecution.

More about Loretta Lau

Accolades

- *Legal 500*
 - Recommended Lawyer for Intellectual Property, Hong Kong (2021-2022)
- *World Trademark Review 1000*
 - Bronze Tier, Individual: Prosecution and Strategy, Hong Kong (2021)
- *Expert Guides*
 - Trademarks rising star in Hong Kong (2020-2021)
- *Managing IP*
 - Notable practitioner, Hong Kong (2020)
 - Rising Star, Hong Kong (2019)

Appointments/Memberships

- Associate Member, Pharmaceutical Trade Marks Group (PTMG)
- Member, The Hong Kong Institute of Trade Mark Practitioners
- Member, The Law Society of Hong Kong

Education

- PCLL, The University of Hong Kong
- Bachelor of Commerce (Finance), University of British Columbia