

# Hogan Lovells Appoints New Global Head of Intellectual Property

Hogan Lovells has appointed Burkhart Goebel as the new global head of the firm's Intellectual Property practice, as of 1 July.

In a release, the firm said the IP practice at Hogan Lovells represents more than 50 percent of the world's top 100 brands. The team comprises 400 IP professionals worldwide who advise on the entire life cycle of IP assets – covering contentious and non-contentious trademark, domain name, patent, copyright and trade secret matters, as well as IP transactions. The team works across numerous sectors, and is particularly active in TMT, automotive, energy and life sciences.

Burkhart Goebel commented: "Our Intellectual Property practice is truly first class. We work on some of the most complex and high profile matters globally – such as the recent Eli Lilly patent dispute in the UK Supreme Court, LEGO copyright dispute in China and SABIC joint venture with ExxonMobil in the U.S. The intellectual property of a global brand has never been more critical to business growth, innovation and survival – this is an exciting time to be leading the team and we are grateful to Andreas for his leadership, passion and commitment over the last 15 years."

Current head of IPMT Andreas von Falck, who headed the practice since 2003, will remain at Hogan Lovells and continue with his active portfolio of client work. Burkhart Goebel will stand down from his current role as Continental Europe Managing Partner. His replacement will be announced in due course.

