

Emmy Chow

Partner | Intellectual Property | Hong Kong

✉	emmy.chow@deacons.com
☎	+852 2826 5323

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.

Highlights

- 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.



Principal Areas

- Intellectual Property
 - Internet and Online Business
 - Trade Marks

Sectors

- Consumer Goods and Retail
- Financial Institutions
- Hospitality and Leisure
- Life Sciences and Healthcare

Languages

- English
- Cantonese
- Mandarin

Jurisdictions

- Hong Kong
- England and Wales

More about Emmy Chow

Accolades

- *Legal 500*

- Recommended Lawyer, IP, Hong Kong (2021–2023)
- **World Trademark Review 1000**
 - Leading Individual, Prosecution and Strategy, Hong Kong (2021–2023)
- **ManagingIP**
 - Notable Practitioner, Hong Kong (2020–2023)
 - Rising Star, Hong Kong (2019)
- **Euromoney Asia Women in Business Law**
 - Shortlisted for Rising Star in IP Lawyer of the Year (2021)

Appointments/Memberships

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

Education

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