

Patsy Lau

Partner | Intellectual Property | Hong Kong

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

Patsy is a Partner in the HK and International Trade Marks Practice. She is qualified in Hong Kong and California and holds a JD and a BA from the University of San Francisco and a Diploma in IP Litigation from the Nottingham Law School.

Patsy specialises in the protection of large multinational and regional trade mark portfolios. She has extensive experience in conducting trade mark audits and in advising on portfolio structure and brand management and filing strategy. Patsy's practice also concentrates on complex trade mark disputes and negotiations, opposition, invalidation and rectification matters including trade mark appeals before the High Court.

Patsy also advises on all forms of commercial transactions affecting trade marks from simple assignments to complex multinational licensing arrangements and conducting due diligence.

Patsy is active on many committees and was the President of the Hong Kong Institute of Trade Mark Practitioners from 2009 to 2011. She has been a Committee Member of the International Trademark Association since 2004 and of the European Communities Trade Mark Association since 2013. Patsy presently serves on the Programming Advisory Council of the International Trademark Association having previously served on the Asia-Pacific Global Advisory Council.

Patsy was a course leader and lecturer teaching intellectual property law at the University of Hong Kong SPACE and is a regular speaker on trade mark issues at IP events and conferences.

Patsy is the recipient of many awards and accolades including recognition by Chambers Asia Pacific as a *Leading Individual in IP in China (2021)*, by Legal 500 as a *Leading Individual in Hong Kong (2021)*, by World Trademark Review 1000 a *Gold Tier Individual in Prosecution and Strategy in Hong Kong (2020-2021)* and by Managing IP as a *Trade Mark Star in Hong Kong (2016-2021)*.

Highlights

- Advising on brand strategy and managing the worldwide portfolio of the world's largest jewellery retailer.
- Acting on behalf of a British banking and insurance company on managing its Asian trade mark portfolio consisting of more than 1,000 cases, including handling trade mark clearance, registrations and oppositions.
- Acting for a French multinational oil and gas company in a trade mark opposition and complex negotiations with a Chinese governmental body.
- Advising an international safety and certification organization on the drafting of its certification regulations and securing certification mark protection.
- Advising on branding and the protection of non-traditional trade marks for one of the oldest Japanese brewing companies.
- Advising local fish supply company on the exploitation of its trade marks through global licensing and distribution networks.
- Acting for a global media and entertainment leader in policing and safeguarding its trade marks against squatters.
- Advising a China e-payment specialist on the creation and strategic protection of its trade marks, copyright and domain names.
- Advising American and European companies on creation and protection of Chinese character marks in the Greater China region.
- Strategizing the brand protection of a portfolio of diverse consumer goods in Asia for a multinational conglomerate based in Hong Kong.



Principal Areas

- Intellectual Property
 - Trade Marks

Sectors

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

Languages

- English
- Cantonese

Jurisdictions

- Hong Kong
- California (USA)

More about Patsy Lau

Accolades

- **Chambers**
 - Leading Lawyer, IP, Hong Kong (Greater China Region) (International Firm) (2021–2023)
 - Recognised Practitioner, IP, Hong Kong (Greater China Region) (International Firm) (2018 – 2020)
- **Legal 500**
 - Leading Individual, IP, Hong Kong (2020–2023)
- **World Trademark Review 1000**
 - Highly Recommended Individual, Prosecution and Strategy, Hong Kong (2015 – 2023)
- **Managing IP**
 - Trade Mark Star, Hong Kong (2016–2023)
- **Lexology**
 - Exclusive winner of Client Choice Award, IP, Trade Marks, Hong Kong (2022)
- **Who's Who Legal**
 - Thought Leader, Trade Marks, Mainland China & Hong Kong SAR (2020–2023)
 - Global Leader, Trade Marks (2013–2021)
- **Asia IP**
 - Leading Trade Mark Lawyer (2014–2019, 2023)
- **AsiaLaw Profiles**
 - Distinguished Practitioner, IP, Hong Kong (2019–2020)
 - Market Leading Lawyer, IP, Hong Kong (2016–2018)
- **Euromoney Legal Media Group's Expert Guide**
 - Best of the Best – Top 30 Trade Mark Lawyers in the World (2017–2021)
 - Leading Woman in Business Law, Hong Kong (2015–2021)
 - Leading Lawyer, Trade Mark, Hong Kong (2012–2021)

Appointments/Memberships

- President, The Hong Kong Institute of Trade Mark Practitioners (2009 – 2011)
- Council Member, The Hong Kong Institute of Trade Mark Practitioners (2002 – present)
- Committee Member, International Trademark Association (2004 – 2021)
- Committee Member, European Communities Trade Mark Association (2013 – 2021)
- Council Member, Programming Advisory Council, International Trademark Association (2018 – 2021)
- Country Representative, Asia Roundtables Project Team, International Trademark Association (2012 – 2013)
- Project Team Leader, International Trademarks Association 140th Annual Meeting in Seattle, Washington (2017 – 2018)
- Council Member, Asia-Pacific Global Advisory Council, International Trademark Association (2016 –2017)
- Member, The State Bar of California
- Member, The American Bar Association
- Member, The International Bar Association
- Course leader and taught trade marks law at the School of Professional and Continuing Education of the University of Hong Kong (HKU SPACE)

Education

- Dipl. in Intellectual Property Litigation, Nottingham Law School, UK
- Prog. on Negotiations, Harvard Law School, USA
- JD, University of San Francisco, USA
- BA, University of San Francisco, USA

Recent Activities

Patsy is a regular speaker on trade mark issues at international conferences and events including INTA and ECTA. She has been a member of different INTA

committees for over 10 years. Patsy was also a course leader and lecturer teaching intellectual property law at the University of Hong Kong SPACE.