

## Dr. Burkhardt Goebel

Partner

Madrid

Hamburg

### Biography

Burkhardt Goebel helps clients navigate the challenging seas of complex cross-border and multiple jurisdiction IP litigation. In his 20 years of experience, he has pleaded or acted as instructing counsel before senior courts in almost every jurisdiction in Europe, handling some of the largest multiple jurisdiction disputes in the history of IP litigation. He constantly draws on the experience and insights gained from these different jurisdictions to make each case a success. He knows how to avoid surprises – he's seen where the pitfalls lie and guides clients around them. Rare among IP litigators, Burkhardt has particular expertise in IP-related public international law. Working closely with offices from Spain to Russia adds to his deep understanding of a wide range of legal issues and jurisdictions.

Burkhardt has represented clients in preliminary rulings before the Court of Justice of the European Union arising from jurisdictions that include Austria, Finland, Germany, and the UK.

Burkhardt argued the lead case before the European Court of Human Rights establishing that both trademarks and trademark applications are protected through the property guarantees of the European Convention of Human Rights. He defended intellectual property before the WTO, and has litigated against the



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### Languages

English  
German  
Spanish

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### Practices

Intellectual Property

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### Areas of focus

Hogan Lovells China Desk

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enforcement of several multilateral and bilateral treaties.

World Trademark Review (WTR) says that clients call Burkhart "...a phenomenal lawyer, strategist and litigator; he has a great demeanour, and is the most sophisticated lawyer we have ever worked with."

## Representative experience

Advising one of the world's leading telecommunication companies on its global brand strategy and enforcement.

Representing one of the world's biggest financial institutions in a major trademark dispute concerning colour marks including before the Court of Justice of the EU.

Landmark decision from the Grand Chamber of the European Court of Human Rights protecting trademarks as fundamental property rights.

Advising one of the parties in the WTO dispute EU system for the protection of geographical indications.

Advising a spirits company in a multiple jurisdiction dispute on trademark confiscation following World War II.

Advising in a major color mark case in the USA.

Managing legal proceedings in nearly all European countries and the USA.

Managing multiple fundamental legal proceedings on non-traditional trademarks (color marks, 3-D marks, single letter marks, alphanumeric marks).

Numerous references for a preliminary ruling before the Court of Justice of the EU on trademark issues, geographic indications and on the Health Claims Regulation.

Advising on numerous landmark decisions on the

## Education and admissions

### Education

Dr. iur., University of Freiburg, 2000

Visiting Scholar, Stanford Law School, 1996

Second State Exam in Law, Freiburg, 1995

LL.M., London School of Economics, 1993

First State Exam in Law, University of Freiburg, 1991

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### Accolades

Burkhart Goebel is an "excellent lawyer and has a strong presence in his work".

*(Competitor), JUVE handbook  
2016/2017*

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He is highly regarded by peers for representing a number of domestic and international clients in design, trade mark and unfair competition proceedings.

*Chambers Europe 2018*

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scope of protection of geographic indications.

Advising on one of the biggest worldwide disputes concerning trademark rights and geographic indications.

## Awards and rankings

- Intellectual Property: Patents, *Legal 500 EMEA*, 2018-2019
- Intellectual Property: Trade marks, *Legal 500 EMEA*, 2018-2019
- Intellectual Property: Patents & Trade Marks (Spain), *Chambers Global*, 2018-2019
- Burkhart Goebel was included in the 2018 Edition of Best Lawyers™ in Germany for Intellectual Property Law., *Best Lawyers*, 2018
- Clients report: He leads negotiations very well, knows when to concede points to the counterparty and is both well connected and business-oriented., *Chambers Global*, 2017
- Intellectual Property (Expertise Based Abroad), *Chambers Global*, 2018-2019
- Leading name in trademark law, *JUVE handbook*, 2016/2017
- Super lawyer and really good. (Competitor), *JUVE handbook*, 2015/2016
- Madrid-based Burkhart Goebel “is a phenomenal lawyer, strategist and litigator; he has a great demeanour and is the most sophisticated lawyer we have ever worked with”., *World Trademark Review 1000*, 2015

## Latest thinking and events

- Awards and Rankings
  - Best Lawyers™ Germany 2020: 86 Recognized Lawyers, five of them Lawyers of the Year
- Press Releases

- Hogan Lovells boosts Amsterdam practice with leading IP hire
- Analysis
  - M&A 2018 in Review and 2019 Outlook: IP in the Mix
- Analysis
  - Global IP Outlook 2019 – Two Steps Forward and a Look Back
- News
  - Total Brand Care: The Power of Color
- Hogan Lovells Publications
  - Total Brand Care: The power of color *Total Brand Care*