

Eugene Low

Partner

Hong Kong

Biography

Eugene doesn't like sitting on things. He doesn't like sitting on the fence either. Eugene takes pride in delivering prompt, clear and pragmatic advice to clients.

Eugene leads our IPMT practice in Hong Kong. Eugene is also a key member of our China and Vietnam IPMT teams. Eugene co-leads the esports and video gaming practice at Hogan Lovells.

Eugene's practice covers a wide range of contentious and advisory work, with a particular focus on intellectual property and data privacy matters. Eugene handles litigation and regulatory investigations. His experience includes advising on some high-stake litigation and data breach incidents. Eugene also advises clients on how best to register, enforce and commercialise their intellectual property.

Eugene is appointed a domain name panelist by various arbitral institutions. He is also a notary public and an accredited mediator.

Given his diverse practice, Eugene has assisted clients in many industry sectors including technology, education, food & beverages, retail, luxury brands, financial institutions, sports (e-sports), gaming and entertainment.



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Languages

English
Cantonese
Mandarin

Practices

Copyright
Domain Names
Food Law
Gaming Law
Intellectual Property
Marketing and Advertising
Patents
Privacy and Cybersecurity

Representative experience

Advised a major gaming software company in several successful arbitrations.

Advised on the handling of a headline data breach incident.

Advised on regulatory investigations under Trade Descriptions Ordinance, Personal Data (Privacy) Ordinance, Ombudsman Ordinance, Competition Ordinance.

Advised retailer operators and brand owners in setting up e-commerce platforms and customer loyalty schemes.

Advised various statutory bodies in Hong Kong on dispute-related work (e.g. regulatory investigations, contractual claims, judicial review) and matters involving IP and data privacy.

Represented Tencent in high-profile domain name dispute cases, including the successful recovery of weixin.com (WeChat in Chinese).

Advised in a copyright and encryption-circumvention litigation case in Hong Kong (with Mareva injunctions against the defendants).

Acted for telecom clients in lawsuits concerning the recovery of unlawfully-charged licence fees.

Advised gaming industry clients in IP enforcement, trade marks protection, data privacy, content compliance and contractual matters.

Awards and rankings

- Intellectual Property (China), *Chambers Global*, 2015-2019
- WTR 1000, 2019
- IP Stars, 2018-2019
- Copyright, *Client Choice Awards*, 2017

Trademarks and Brands

Industries

Consumer

Education

Technology and Telecoms

Real Estate

Sports, Media & Entertainment

Areas of focus

Competition law in Hong Kong

Hogan Lovells China Desk

Education and admissions

Education

LL.B., The London School of Economics

PCLL (Distinction), The University of Hong Kong

Memberships

Notary Public, Hong Kong Society of Notaries

Panelist, Hong Kong International Arbitration Centre

Panelist, Asian Domain Name Dispute Resolution Centre

Panelist, China International Economic and Trade Arbitration Centre

- China Business Law Journal, The A-List, 2017
- Deal of the Year (Tencent domain name case), *China Business Law Journal*, 2016
- Asia IP Profile, 2013-2014

Latest thinking and events

- Press Releases
 - Hogan Lovells advises Saurer on termination of preliminary self-administration proceedings and sale of Accotex, Temco and winder businesses
- News
 - Hong Kong – No hiding: mandatory registration of personal information for pre-paid SIM cards
 - News
 - Highlights of China’s Supreme Court’s new Interpretation on punitive damages in IP cases
- Insights
 - House rules? Nevada looks to establish the first U.S. esports regulator
- Webinar
 - Sports and esports - the same but different?!
- Published Works
 - Patent Litigation 2021 guide *Chambers and Partners*

Panelist, The Forum

Panelist, Asian International Arbitration Centre

Accredited Mediator, Hong Kong Mediation Accreditation Association Ltd

Accredited Mediator, Hong Kong International Arbitration Centre

Accolades

"Clear, concise and practical... always delivered in lightning-fast turnaround times. Never wordy, his advice is to-the-point and he goes the extra mile for his clients"

World Trademark Review 2019

"Quick, pragmatic and smart", "Very responsive with in-depth industry knowledge"

Managing Intellectual Property IP Stars 2019