

# juve

GERMAN COMMERCIAL  
LAW FIRMS 2017

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HARMSSEN • UTESCHER

JUVE  
LAW FIRM DOSSIER

# Contents

## PRACTICE AREAS

PAGE

Intellectual Property	
Trademarks and Unfair Competition	4
Patents	7
Regulated Industries	
Pharmaceuticals and Healthcare	9
Food Law	11
Distribution, Trade and Logistics	
Distribution and Franchising	13
What is JUVE German Commercial Law Firms?	15

# Practice Areas

Rankings and Analysis

# Intellectual Property

## Trademarks and Unfair Competition

### Trademarks and Design Law

1

**HARMSEN • UTESCHER**  
CMS Hasche Sigle  
Gleiss Lutz  
Hogan Lovells  
Lorenz Seidler Gossel  
Taylor Wessing

2

Bardehle Pagenberg  
Bird & Bird  
FPS Fritze Wicke Seelig  
Grünecker  
Harte-Bavendamm  
Klaka

3

Baker & McKenzie  
Boehmert & Boehmert  
Jonas  
Lubberger Lehment  
Noerr  
Preu Bohlrig & Partner

4

Beiten Burkhardt  
Bock Legal  
CBH Rechtsanwälte  
DLA Piper  
Freshfields Bruckhaus Deringer  
Friedrich Graf von Westphalen & Partner  
Heuking Kühn Lüer Wojtek  
Hoyng ROKH Monegier  
KNPZ Rechtsanwälte  
Loschelder  
Schultz-Süchting  
SKW Schwarz

5

Eisenführ Speiser  
Eversheds  
Hertin  
Hoffmann Eitle  
Lichtenstein Körner und Partner  
Luther  
Menold Bezler  
Oppenländer  
Osborne Clarke  
Rospatt Osten Pross  
Schiedermaier  
Squire Patton Boggs  
Vossius & Partner  
Weber & Sauberschwarz

**JUVE**  
**URTEIL**

#### Strengths:

Extensive formal trademarks practice. Litigation and advice to the trade, media, ► food, pharmaceuticals and cosmetics sectors (► pharmaceuticals and healthcare).

# Intellectual Property

## Trademarks and Unfair Competition

### Unfair Competition

1

CMS Hasche Sigle  
Hogan Lovells

2

**HARMSEN • UTESCHER**  
Gleiss Lutz  
Harte-Bavendamm  
Klaka  
Lorenz Seidler Gossel  
Lubberger Lehment  
Taylor Wessing

3

Danckelmann und Kerst  
FPS Fritze Wicke Seelig  
JBB Rechtsanwälte  
Jonas  
KNPZ Rechtsanwälte  
Loschelder  
Noerr  
Oppenländer  
Schultz-Süchting

4

Baker & McKenzie  
Bird & Bird  
Bock Legal  
CBH Rechtsanwälte  
DLA Piper  
Freshfields Bruckhaus Deringer  
Heuking Kühn Lüer Wojtek  
Schiedermaier  
SKW Schwarz  
Squire Patton Boggs  
Weber & Sauberschwarz

5

Bardehle Pagenberg  
Beiten Burkhardt  
Boehmert & Boehmert  
Eversheds  
Friedrich Graf von Westphalen & Partner  
Grünecker  
Hertin  
Hoynig ROKH Monegier  
Lichtenstein Körner und Partner  
Luther  
Menold Bezler  
Osborne Clarke  
Preu Bohligh & Partner  
Rospatt Osten Pross

### Recommended:

#### Rainer Kaase

*(“very good on the interface between trademarks and unfair competition and pharma advertising law”, client)*

#### Dr. Matthias Wolter

*(“nice and good”, “experienced in trademarks and antitrust”, competitors)*

#### Dr. Karin Sandberg

#### Dr. Martin Kefferpütz

#### Dr. Christoph Schumann

*(“strong in trademarks”, client; “imaginative IP lawyer”, competitor)*

#### Till Lampel

*(“gritty litigator”, competitor)*

#### Dr. John-Christian Plate

*(“wealth of experience, good litigator”, competitor)*

#### Dr. Jan Heidenreich

*(“good expertise in unfair competition, trademarks, copyrights and general consumer protection law, experienced litigator, very versatile”, client; “stands out among HU’s young lawyers”, competitor)*

HARMSSEN • UTESCHER

### Trademarks and Design Law

#### Unfair Competition

**Comment:** At a consistently high level, HU is holding its ground as one of the leading firms in trademarks and unfair competition. The traditional boutique's partners are extremely well regarded. "Always good and pleasant, whoever you deal with," praised one competitor. A client emphasized the firm's expertise on the interface between trademarks and unfair competition and pharma advertising law, as well on demarcation between medical products and cosmetics. In addition to extensive litigation work, often before the higher courts, HU now resolves more disputes out of the courts. The firm landed an international energy corporate as a new client, but above all expanded and cemented existing client connections, e.g. to Jack Wolfskin.

**Strengths:** Extensive formal trademarks practice. Litigation and advice to the trade, media, ► food, pharmaceuticals and cosmetics sectors (► pharmaceuticals and healthcare).

**Development potential:** Wolter took over the task of organizing the extensive formal trademarks practice when the experienced counsel responsible left the firm. It would be more efficient, however, to assign this task to a counsel or associate again.

**Recommended:** Rainer Kaase ("very good on the interface between trademarks and unfair competition and pharma advertising law", client),

Dr. Matthias Wolter ("nice and good", "experienced in trademarks and antitrust", competitors), Dr. Karin Sandberg, Dr. Martin Kefferpütz, Dr. Christoph Schumann ("strong in trademarks", client; "imaginative IP lawyer", competitor), Till Lampel ("gritty litigator", competitor), Dr. John-Christian Plate ("wealth of experience, good litigator", competitor), Dr. Jan Heidenreich ("good expertise in unfair competition, trademarks, copyrights and general consumer protection law, experienced litigator, very versatile", client; "stands out among HU's young lawyers", competitor).

**Practice:** Focus on IP (incl. ► patents), unfair competition (incl. pharma advertising law), antitrust and copyrights as well as related fields such as ► distribution. Extensive formal trademarks practice. Alongside litigation, also sector-specific advisory activity. (10 partners, 2 counsel, 8 associates)

#### Clients:

- Trademark litigation for **Adler Modemärkte** concerning "Blumarine"/"Marine Bleu";
- all-round IP activity for **MIP Metro**, incl. litigation against Holsten concerning "H";
- **Lidl** on trademarks and unfair competition, incl. regarding smartphone advertisement;
- all-round IP activity for **Jack Wolfskin**;
- litigation for **Glock** regarding toy replicas;
- litigation for **FKP Sojuzplodoimport** regarding vodka trademarks.

# Intellectual Property

## Patents

### Patent Litigation/Lawyers

1

Bird & Bird  
Hogan Lovells  
Hoyng ROKH Monegier  
Krieger Mes Graf v. der Groeben  
Quinn Emanuel Urquhart & Sullivan  
Rospatt Osten Pross  
Wildanger Kehrwald Graf v. Schwerin & Partner

2

Bardehle Pagenberg  
Freshfields Bruckhaus Deringer  
Taylor Wessing

3

Arnold Ruess  
Gleiss Lutz  
Hoffmann Eitle  
Kather Augenstein  
Klaka  
Preu Bohligh & Partner  
Vossius & Partner

4

Boehmert & Boehmert  
CMS Hasche Sigle  
Grünecker  
Hengeler Mueller  
Jones Day  
Meissner Bolte & Partner  
Simmons & Simmons

5

**HARMSEN • UTESCHER**  
Allen & Overy  
Ampersand  
Baker & McKenzie  
CBH Rechtsanwälte  
Clifford Chance  
DLA Piper  
Gowling WLG  
Heuking Kühn Lüer Wojtek  
Linklaters  
Lorenz Seidler Gossel  
Noerr  
Olswang  
Schultz-Süchting

### Recommended:

**Rainer Kaase**

**Dr. Karsten Königer**

### HARMSEN ● UTESCHER

#### Patent Litigation/Lawyers

**Comment:** The presence of this patents team, which is respected for litigation, is unbroken in proceedings. The team is called on by external patent attorneys. In addition to its traditional client base in the healthcare and food sectors, HU increasingly works for other industries, e.g. consumer goods manufacturers, and often reviews the patent situation for clients before they enter a market. However, the lawyers deliberately do not use the interface with the filing work of their small prosecution practice as a basis for litigation. This practice focuses primarily on prosecution work for regular clients. The team was boosted by an associate with litigation experience from Quinn Emanuel.

**Recommended:** Rainer Kaase, Dr. Karsten Königer.

**Practice:** Very broad activity in IP, incl. ► pharmaceuticals and healthcare and ► food law. Strong practice for ► trademarks and unfair competition. In patents, litigation and advice to an equal extent. Patent filing mainly for existing clients. (Core team: 4 lawyers, 1 patent attorney)

#### Clients:

- **Neuraxpharm** regarding rivastigmine patch.  
Public knowledge: filing for **Jack Wolfskin** and **Bode Chemie**, patent litigation for **Lidl, Iglo** regarding lottery codes.



# Regulated Industries

Pharmaceuticals and Healthcare

## Pharmaceuticals and Medical Products

1

Clifford Chance  
Dierks + Bohle  
Hogan Lovells  
Sträter

2

Baker & McKenzie

3

CMS Hasche Sigle  
Ehlers Ehlers & Partner  
Hengeler Mueller  
Kozianka & Weidner  
Möhrle Happ Luther  
Preu Bohlig & Partner  
Schultz-Süchting  
Taylor Wessing

4

Covington & Burling  
Freshfields Bruckhaus Deringer  
Gleiss Lutz

5

HARMSEN • UTESCHER  
Dentons  
Fieldfisher  
King & Spalding  
Novacos Heil Hübner Natz Oeben Stallberg  
Oppenländer  
Sander & Krüger

6

Ampersand  
von Boetticher  
Hees  
Kaltwasser  
Latham & Watkins  
McDermott Will & Emery  
Meisterernst  
Oppenhoff & Partner  
Wachenhausen  
Wigge  
WilmerHale

**JUVE**  
URTEIL

### Strengths:

Pharma advertising  
proceedings, renowned  
practices for  
▶ trademarks and unfair  
competition and ▶ patent  
law.

### Recommended:

**Rainer Kaase**  
("excellent colleague",  
competitor)

## HARMSSEN ● UTESCHER

### Pharmaceuticals and Medical Products

**Comment:** The recommended pharma practice at this IP boutique is as successful as ever in pharma advertising litigation, for which it is a major player, esp. at the Hamburg courts. At the same time it further expanded existing client relationships. Thanks to its experience in demarcation issues, the practice also profits from the increasing demand in the growing market segment for medical product manufacturers. Besides this, the team headed up by Kaase increasingly advises clients on licensing and distribution agreements. The practice's advice stands out due to its close integration of IP, medicine and medical products law.

**Strengths:** Pharma advertising proceedings, renowned practices for ► trademarks and unfair competition and ► patent law.

**Recommended:** Rainer Kaase ("excellent colleague", competitor).

**Practice:** Litigation in connection with product launches and subsequent product promotion (advertising and unfair competition). Other focal points are IP (► trademarks and unfair competition), food supplements and demarcation between pharma, ► food and cosmetics. Also contracts, compliance, compensation issues and medical products law. Clients: generic drugs manufacturers, pharma research companies and manufacturers of pharmaceuticals and cosmetics, many Mittelstand companies, increasingly medical products manufacturers. (2 partners, 2 associates)

**Clients:**

- **Astellas** in proceedings against parallel imports.

# Regulated Industries

## Food Law

1

Krohn  
KWG Rechtsanwälte  
Meisterernst  
Meyer Rechtsanwälte  
Zenk

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2

Gleiss Lutz  
Squire Patton Boggs

3

**HARMSEN • UTESCHER**  
Domeier  
Forstmann & Büttner  
Gowling WLG  
Hogan Lovells  
Hüttebräuker  
Kozianka & Weidner

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4

Graf von Westphalen  
King & Spalding  
Noerr  
Rohwedder & Partner

## HARMSEN ● UTESCHER

### Food Law

**Comment:** This IP firm is recommended for its food law advice in addition to its work in ► trademarks and unfair competition. With Rainer Kaase, Till Lampel and Dr. John-Christian Plate the firm boasts three highly regarded partners for its (often long-term) clients from the food industry and a prominent litigation practice. The firm also focuses on product design, health foods and the demar-

cation of pharmaceuticals (► pharmaceuticals and healthcare) as well as tobacco law. (Core team: 3 partners, 3 associates)

### Clients:

- All-around advice on IP and food law:  
**Amecke, DEK, Dovgan, Newlat** (pasta division);
- **BAT** on introduction of the e-cigarette Vype.

# Distribution, Trade and Logistics

## Distribution and Franchising

1

CMS Hasche Sigle  
Hogan Lovells  
Noerr

2

Baker & McKenzie  
Luther  
Osborne Clarke

3

Clifford Chance  
DLA Piper  
Freshfields Bruckhaus Deringer  
Gléiss Lutz

4

Bird & Bird  
Eversheds  
Friedrich Graf von Westphalen & Partner  
Heuking Kühn Lüer Wojtek  
Küstner v. Manteuffel & Wurdack  
Schindler  
Taylor Wessing

5

HARMSEN • UTESCHER  
Blanke Meier Evers  
Görg  
Haver & Mailänder  
Schiedermaier  
SKW Schwarz

**JUVE**  
URTEIL

### Strengths:

- Extremely strong
- ▶ trademarks and unfair competition practice.

### Recommended:

**Dr. Matthias Wolter,**

**Dr. Martin Kefferpütz.**

## HARMSSEN ● UTESCHER

### Distribution

**Comment:** A respected firm for distribution law which advises well-known brand manufacturers on the latest developments in online/floor retail thanks to its solid existing reputation among these clients. The firm advised a manufacturing company from within its client circle on the dispute surrounding continued entitlement to regular supplies after the reorganization of distribution structures. In the dispute surrounding the Presse-Grosso association's central negotiating instruction, client Bauer succumbed before the Federal Court of Justice. Constitutional matters will, however, still be reviewed in the wake of the proceedings.

**Strengths:** Extremely strong ► trademarks and unfair competition practice.

**Recommended:** Dr. Matthias Wolter, Dr. Martin Kefferpütz.

**Practice:** Structuring of distribution systems and advice on distribution contracts, also Internet distribution and antitrust. Litigation in cooperation with the IP, food and pharma practices, esp. in breach of selective distribution agreements. Focus on the magazine, cosmetics, clothing/shoes, jewelry, food and construction materials sectors. Also licensing and compliance. (3 partners, 1 associate)

### Clients:

- Litigation for **Bauer Media Group** against the Presse-Grosso association before the Federal Court of Justice (Bundesgerichtshof);
- **Wellensteyn International** on structuring distribution system with tied distribution elements for specialist retailers;
- frequent advice to **Sky Deutschland**;
- **apparel manufacturer** in dispute concerning entitlement to regular supplies (settlement).

# What is JUVE German Commercial Law Firms?

JUVE German Commercial Law Firms is the English language version of the German reference work JUVE Handbuch Wirtschaftskanzleien. This comprehensive guide on the German legal market offers analysis and in-depth comment on close to 700 law firms.

The book is based on comprehensive research among law firms, company executives, legal departments, public officials and others active in the legal industry. Our independent editorial team boasts 18 years of experience in the legal market.

## JUVE RESEARCH AT A GLANCE



The JUVE team of 22 experienced editors conducts research throughout the year, analyzing and assessing market developments and recommendations in order to produce the final handbook.

