



## Edward Chatterton

Partner

CO-HEAD OF IPT, ASIA

edward.chatterton@dlapiper.com

### Hong Kong

T: +852 2103 0504

F: +852 2810 1345

M: +852 9196 2065

Edward Chatterton handles intellectual property work, with a particular emphasis on matters in Hong Kong and the PRC.

He advises on the full range of intellectual property matters, including the ownership, maintenance, protection and exploitation of intellectual property, clearance work and dispute resolution, both in resolving disputes pre-action and in formal litigation.

He has been involved in handling a wide range of matters before the courts and intellectual property offices in Hong Kong, China, the UK and Europe. Edward has also managed complex multi-national litigation and enforcement work, particularly in the Asia-Pacific region.

Edward advises clients across a diverse range of industries including FMCG companies, fashion and luxury goods brands, financial institutions and technology companies, as well as organisations in the manufacturing and construction industries.

In addition to his intellectual property work, Edward advises on data privacy issues in Hong Kong and across Asia and also media-related disputes and advice.

### LANGUAGES SPOKEN

- English

### EXPERIENCE

- Advising HSBC in trademark infringement and unfair competition proceedings before the Hangzhou Intermediate Court and the Hangzhou Appeal Court, resulting in finding of well-known trademark status for HSBC's Chinese language mark
- Advising a well-known US clothing retailer on brand protection, clearance and advertising matters in China and Hong Kong
- Advising a well-known US perfumery and personal care brand owner on trademark protection and enforcement issues in China
- Advising one of the world's leading drinks companies on trademark enforcement and parallel import issues in Hong Kong and China

### RELATED SERVICES

- Intellectual Property and Technology
- Data Protection, Privacy and Security
- Patent Litigation

### RELATED SECTORS

- Financial Services
- Consumer Goods, Food and Retail
- Technology

### LANGUAGES SPOKEN

English

- Advising a well-known footwear brand on trademark enforcement issues in Hong Kong and China
- Advising a well-known US based retailer on brand expansion into China

## CREDENTIALS

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### Professional Qualifications

- Solicitor of the Senior Courts of England and Wales
- Solicitor of the High Court of Hong Kong

### Prior Experience

Edward previously worked for a specialist litigation and dispute resolution practice in London. He joined DLA Piper in the UK in 2000.

### Recognitions

- Commended in the *WTR 1000: The World's Leading Trademark Professionals 2017*
- Ranked as a leading individual in Hong Kong by the *World Trade Mark Review (WTR)* which states that he is "intelligent and proactive" and "receives glowing praise from his many brand-oriented clients" (*WTR 2014*) and notes that he is "particularly praised for his dispute resolution nous" (*WTR 2013*)
- Acknowledged as a leading practitioner in the 2011/12 edition of *Legal 500* which described him as "knowledgeable and reliable"
- *IFLR 2013* described Edward and his team as "very competent" in trademark-related work

### Education

- University of Bristol, Diploma in Intellectual Property Law & Practice, 2001
- Nottingham Law School, LPC (Commendation), 1997
- University of Leeds, LL.B (Hons), 1996

## INSIGHTS

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### Publications

#### Law à la Mode

20 November 2020

Law à la Mode

Retail has had to adapt to COVID-19 with speed, ingenuity and resilience. But even bigger disruptions may be around the corner.

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#### PROTECT... Safeguarding your brand in China with Edward Chatterton

26 June 2020

In this series of vlogs, Edward Chatterton (Co-head of IPT, Asia) goes over the key issues you need to know on how to Protect your brand when entering the China market.

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#### DLA Piper Global Trademark Guide

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28 May 2020

DLA Piper is pleased to announce the launch of our online Global Trademark Guide.

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### **Protecting shoe designs in China**

16 December 2019

China has grown to be one of the largest markets for fashion businesses in the world. However, with opportunities come challenges. In the Chinese market, one of the biggest challenges for fashion businesses is how to deal with counterfeit products. In this article, we discuss some of the options that fashion brands have to protect their shoe designs against counterfeit products in China.

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### **Key issues in brand localization in China**

17 October 2019

Given the unique features of the China market and the growing importance of Chinese consumer tastes, it is important for brand owners to look at brand localization so as to maximize their performance in this market. Brand localization initiatives include China-only product and service lines, translations and adaptations of key marks and properties.

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### **Key issues in brand cross-licensing in China**

15 MAY 2019

In recent years, Chinese brands have been increasingly gaining global recognition, especially in the technology, ecommerce, and consumer goods sectors. In this context, an increased number of foreign businesses are considering branded partnerships with a Chinese counterparty as a way of operating in China (e.g., co-branded joint venture). This brings the foreign business the benefit of increased brand exposure in China while also promising greater success through leveraging the existing goodwill and recognition of the Chinese brand.

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## **Events**

### **Previous**

#### **Doing Business Globally: Spotlight Hong Kong**

22 September 2020

Webinar

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#### **International advertising law webinar: The trend to sustainability and ESG advertising**

15 July 2020 (afternoon session)

International advertising law webinar: The trend to sustainability and ESG advertising

Webinar

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#### **International advertising law webinar: The trend to sustainability and ESG advertising**

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15 July 2020 (morning session)

International advertising law webinar: The trend to sustainability and ESG advertising  
Webinar

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Edward is a frequent speaker on intellectual property and data privacy matters and has published widely on these subjects.

## NEWS

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### **China and Hong Kong partners recognised in IP Stars 2020**

14 May 2020

We are delighted to announce that IPT partners Edward Chatterton ( William (Skip) Fisher, (Shanghai), and Horace Lam, (Beijing)), have been recognised in IP Stars 2020 by Managing Intellectual Property.

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