



### Horace Lam

Partner

CO-HEAD OF IPT, ASIA  
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Horace Lam is the Co-Country Managing Partner in China, and Co-head of the Intellectual Property and Technology (IPT) group in Asia. He leads a strong team of dedicated IP lawyers with full Greater China coverage across Beijing, Shanghai and Hong Kong, and throughout Asia.

Horace advises multinational companies on all types of IP issues in China, and regularly assists Fortune 500 companies in developing and executing their IP strategies tailored to their Asian business. He has extensive experience advising on complex IP matters, including pan-Asia brand protection strategies, cross-border IP litigations, infringement and enforcement, multi-jurisdictional technology and know-how transfer and licensing matters, and complex IP structuring and transactions.

Horace has managed numerous IP disputes in China and other parts of Asia, including licensing, trademark, copyright, patent, confidential information, trade secrets and design rights matters. Horace also advises clients on IP issues relating to R&D collaborations including technology and know-how licensing and transfer, and inventor remuneration issues.

Horace is recommended by Chambers Asia and Legal 500 as being a "top-notch" and "highly regarded" "leading IP lawyer" with "wide-ranging experience", and is "especially praised for his copyright-related work". The WTR1000 (The Guide to the World's Leading Trademark Professionals) hails Horace as having a "total command of the practice area" with an "excellent reputation", "steeped in regional knowledge" and a "clear-thinking strategist". Horace is recognised as an "extremely smart and professional" lawyer who "provides creative solutions with a thoughtful and strategic understanding of the market", and a client oriented approach that "always looks out for the best interests" of patrons.

Horace's IP experience extends across a number of key sectors, including consumer products, luxury goods, hospitality, aerospace, automobiles, tobacco, spirits and beverages, oil and gas, high-technology, computer and software products, and telecommunications.

### RELATED SERVICES

- Intellectual Property and Technology
- Media, Sport, Gaming and Entertainment
- Technology Transactions and Strategic Sourcing

### RELATED SECTORS

- Consumer Goods, Food and Retail
- Technology
- Hospitality and Leisure
- Life Sciences
- Energy and Natural Resources
- Industrials
- Healthcare

### LANGUAGES SPOKEN

Chinese (Cantonese)  
Chinese (Mandarin)  
English

Horace is the former Chair of the China Sub-committee, Anti-Counterfeiting and Enforcement Committee of the International Trademark Association (INTA). He is a member of INTA, and he regularly contributes to publications on the developments of IP law.

## LANGUAGES SPOKEN

- Chinese (Cantonese)
- Chinese (Mandarin)
- English

## EXPERIENCE

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- Advising a global luxury automobile manufacturer in successfully obtaining a US\$1.5 million judgment in a trademark and counterfeiting case brought against a Chinese online platform in the Northern District of California (BMW, et al. v. DinoDirect Corp., et al., Civil Action No. 3-11-cv-04598 (N.D.Cal) (Judge Alsup)
- Advising a major Chinese high-technology company in defending a series of cross-border litigations initiated by a large U.K. multi-media company in Spain, Italy, Germany, and several other European jurisdictions. Assisting the client to devise comprehensive global offensive and defensive strategies
- Devised and handled a China-wide anti-counterfeiting program for the world's largest publicly traded oil and gas company, including successfully pursuing parallel cross border litigations, criminal actions and administrative enforcement programs. Successfully obtained a well known trademark recognition via civil litigation in China. Also assisted the client on all trademark related prosecution and advisory matters in China
- Advising one of the world's largest and most-innovative technology companies in several global trademark disputes with its major competitors, with parallel proceedings in China, Taiwan, the U.S., Russia, to name a few
- Advising a global technology company in relation to comprehensive brand protection enforcement actions across China and Hong Kong, including civil litigations, criminal actions and Customs seizures
- Advising a leading spirits manufacturer in successfully obtaining well known trademark recognition through a trademark infringement litigation against a Chinese company
- Advising a large Chinese technology company on various trademark and trade name litigations in Europe, relating to its house brand
- Advising one of the largest online media company's in China on parallel disputes relating to its social media brand across multiple jurisdictions including Asia, U.S. and Europe
- Advising the world's leading commercial aircraft engine manufacturer on IP issues relating to the licensing of its technology and products, in a multi-billion dollar contract for building the largest commercial airliner in China
- Advising a global U.S. airliner on issues relating to prize promotions, incentives and various sponsorship arrangements in China, dealing with some highly complex and regulated regulatory issues in the aviation sector

## CREDENTIALS

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### Professional Qualifications

- Solicitor of the High Court of Hong Kong
- Solicitor of the Supreme Court of New South Wales

### Recognitions

Horace is recommended by Chambers Asia and Legal 500 as a "top-notch" and "highly regarded" "leading IP lawyer" with "wide-ranging experience", and is "especially praised for his copyright-related work". The WTR1000 The World's Leading Trademark Professionals hails Horace as having a "total command of the practice area" with an "excellent reputation", commanding "immense respect by peers and brand owners".

Consistently being ranked as a leading lawyer in China by multiple independent legal directories since 2010, including Asia Pacific Legal 500 , World Trademark Review, Managing Intellectual Property IP Stars, and Chambers, Horace is recognised as an "extremely smart and professional" lawyer who "provides creative solutions with a thoughtful and strategic understanding of the market", and a client oriented approach that "always looks out for the best interests" of patrons.

## Education

- University of New South Wales, B. Com (Finance) with merit and LL.B.

## INSIGHTS

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### Publications

#### China's Long-Awaited Overhaul of Trade Secret Protection Regime

26 APR 2019

There is more good news from China for intellectual property (IP) owners. The 10th Session of the 13th Standing Committee of the National People's Congress has just passed amendments to both the PRC Trademark Law and the trade secret provisions in the PRC Anti-Unfair Competition Law (the "AUCL").

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#### China amends trademark law: practical implications for brand owners

5 DEC 2013

China's eagerly anticipated amendments to its Trademark Law will come into force on May 1, 2014. Brand owners must move quickly to come to grips with the practical implications.

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- *Stricter PRC online advertising regulation in response to search scandal*, 11 August, 2016
- *Intellectual Property and Technology News (Asia Pacific)*, 1 August, 2016
- *Important revisions to the anti-unfair competition law proposed*, 29 April, 2016
- *IP developments in Greater China*, 26 January, 2016
- *China's new Intellectual Property Courts: the wait is finally over* , 21 November, 2014
- *The Golden Rules of Trademark Strategy, China Law & Practice*, March/April 2014

## NEWS

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#### 29 DLA Piper lawyers in 10 countries ranked among *The World's Leading Trademark Professionals*

12 FEB 2019

*WTR 1000: The World's Leading Trademark Professionals 2018* has named 29 DLA Piper lawyers from nine countries to its list of top trademark professionals.

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