



## Edward Chatterton

**Partner**  
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### **Hong Kong**

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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

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

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

English

- 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
- 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

#### **Defending trademarks from non-use cancellations: Strategies for OEM manufacturers in China**

September 2021

For many companies, China is an essential piece of their business, but they may never sell a single product to a Chinese company or consumer. Those businesses must answer the tricky question of how to protect their brand in a country where consumers never see it.

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#### **Defending trademarks from non-use cancellations: Strategies for OEM manufacturers in China**

6 August 2021

Law à la Mode

For many companies, China is essential to business, but they may never sell a single product to a Chinese company or consumer. For those companies, China is the source of their manufacturing and products, even if a Chinese consumer never purchases the goods. Those businesses must answer the tricky question of how to protect their brand in a country where consumers never see it.

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#### **Lost in translation: Chinese versions of Western brands**

14 May 2021

China's first-to-file trademark system means trademark piracy continues to be a problem for brand owners. However, a less well-known problem occurs where a Western brand owner has registered its Western brand but has not devised and registered a Chinese equivalent.

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## **One size may not fit all: International registrations in China**

14 May 2021

When protecting a brand in China, a brand owner can choose either to file a national Chinese trademark application at the China National Intellectual Property Administration (CNIPA) or file an international registration (IR) through the World Intellectual Property Organization (WIPO), which designates China.

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## **PROTECT™ - Overview**

14 May 2021

PROTECT™ is DLA Piper's unique service which "stress tests" your brand and gives you peace of mind that it is "fit" for the China market.

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## **What is worth copying is worth protecting: Brand protection through copyright**

14 May 2021

The problem of trademark piracy in China continues to plague brand owners. Most brand owners are aware of the need to register their core brands in China at the earliest possible opportunity.

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## **When West Goes East: Chinese trademark classification**

14 May 2021

Once brand owners have their brands registered in China, many think that they are safe from the clutches of brand pirates. Yet brand owners are often lulled into a false sense of security about the extent of their trademark protection in China.

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## **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**

28 May 2020

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

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## **Law à la Mode: Virtual Reality and Augmented Reality; Insta-worthy or Insta-infringement; E-commerce in Poland; Harnessing hidden advertising; and more**

20 DEC 2017

Law à la Mode

The Asia Pacific editorial team is delighted to bring you the 24th edition of Law à la Mode, the quarterly legal magazine published by DLA Piper's Retail Sector group for clients and contacts of the firm worldwide.

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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**

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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#### **DLA Piper expands Asia Fintech offering with new partner hire in Hong Kong**

8 November 2021

DLA Piper announces the appointment of Kristi Swartz as a partner in its Intellectual Property and Technology (IPT) practice, based in Hong Kong.

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## China and Hong Kong partners recognised in IP Stars 2021

8 July 2021

We are delighted to announce that IPT partners Edward Chatterton (Hong Kong), William (Skip) Fisher (Shanghai), and Horace Lam (Beijing) have been recognised in IP Stars 2021 by Managing Intellectual Property.

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