

# PREU BOHLIG & PARTNER

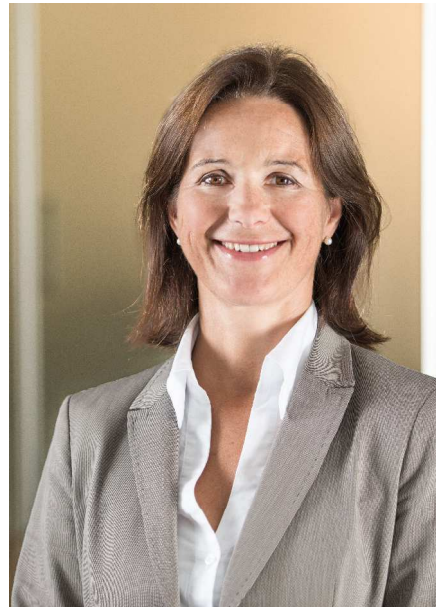
## Astrid Gérard, LL.M.

Attorney at law (Rechtsanwältin, admitted to the bar 1991),  
Partner

Foreign languages: English, Spanish, French

Munich Office  
Leopoldstr. 11 a  
80802 München

Tel.: +49 - (0)89-38 38 70-0  
Fax: +49 - (0)89-38 38 70-22  
E-Mail: [asg@preubohlig.de](mailto:asg@preubohlig.de)



Astrid Gérard specialises in advising and litigating on all aspects of trademark law, with a focus on trademark law, design law, competition law and copyright law. She represents clients in disputes in these areas before the German courts. Astrid Gérard also represents her clients' interests in trademark and design proceedings before the German Patent and Trademark Office and the Office of the European Union for Intellectual Property. Astrid Gérard is experienced in managing extensive trademark portfolios and drafting licensing and coexistence agreements.

Astrid Gérard is a regular speaker on Trademark and Competition Law.

### Representative cases

- Defending a logistics company against allegations of infringement of a well-known trademark in the sports trade
- Representation in and out of court of a large German beverage manufacturer
- Litigation for and advice to a major clothing retailer in all aspects of trademark law
- Comprehensive advice on competition law for a leading real estate service provider
- Litigation for and advice to a leading American direct marketing company for fast-moving consumer goods in all trademark and design law matters
- Continuous litigation before the German Patent and Trademark Office (DPMA) and the European Office for Intellectual Property (EUIPO) regarding trademarks and design

### Practice areas

Trademark Law  
Registered Designs  
Competition Law  
Copyright  
Press Law  
Litigation

# PREU BOHLIG & PARTNER

**Associations**            INTA: Since 2018: Member of the Copyright Committee; previously several years member of the INTA Parallel Imports Committee and the INTA Counterfeiting Committee  
MARQUES (Association of European Trademark Owners)  
VPP (Association of Intellectual Property Experts)

**Education**             Ludwig-Maximilians-Universität of Munich, University College London (Master in International Business Law); Referendariat (legal traineeship) in Munich, Madrid and Washington, D.C.

**Prof. experience**        Senior Counsel of an internationally active German law firm

## Lectures and seminars

Cadre juridique et stratégies pour la sauvegarde des preuves en Europe (Conference on Legal Framework Conditions and Strategies for the Preservation of Evidence in Europe), German Bar Association France, Paris, April 2016

Ladies' Lunch "Rechtliche Fallstricke in der Werbung- Printmedien, Internet und Social Media", Donner & Reuschel, Munich, September 2013

Co-speaker at the "International Seminar on opposition proceedings", Mexico, August 2012

Conference "German jurisdiction on patent law" before the "Association Française des Spécialistes en Propriété Industrielle de l'Industrie", Paris, January 2012

Co-speaker at the seminar "Measures for preserving evidence in intellectual property matters" before the "Association Française des Docteurs en Droit", Paris, March 2011

Seminar about anti-counterfeiting before Lithuanian Customs, Vilnius, October 2010

Speaker on Trademark Law, Competition Law and Law of Civil Procedure (training of future patent attorneys in preparation of their German and European qualifying examination)

Various in-house seminars for legal departments of industrial enterprises.

## Publications

*Eine (un-)bekömmliche Entscheidung? Kommentar zum Urteil des BGH vom 17.05.2018 – I ZR 252/16 – Bekömmliches Bier*, Newsletter Preu Bohlig & Partner, November 2018, S. 7

*„Neues zum wirtschaftlich relevanten Inlandsbezug einer Kennzeichenbenutzung im Ausland“*, Newsletter Preu Bohlig & Partner, April 2018, S. 8

*„Neue Unionsmarkenverordnung tritt in Kraft“*, Newsletter Preu Bohlig & Partner, April 2016, S. 16

# PREU BOHLIG & PARTNER

„Neuigkeiten zum Haager Gerichtsstandübereinkommen“, Newsletter Preu Bohlig & Partner, Oktober 2015, S. 11

„SWATCH nicht verwechselbar mit SWATCHBALL“, Newsletter Preu Bohlig & Partner, Juni 2015, S. 10

*Beck'sche Formularsammlung zum Gewerblichen Rechtsschutz mit Urheberrecht (Teil V Markenrecht)*, Co-Autorin, 5. Auflage, C.H. Beck 2015

"Wie weit reicht der Schutz der bekannten Marke?", Newsletter Preu Bohlig & Partner, Februar 2015, S. 07

"OTTO – Neues zur Ähnlichkeit zwischen Waren und Dienstleistungen", Newsletter Preu Bohlig & Partner, Juni 2014, S. 14

"Neues zur Positionsmarke", Newsletter Preu Bohlig & Partner, März 2014, S. 05

*Getting the deal through - Trademarks in 28 jurisdictions worldwide 2013*

„Die Formel 1 bleibt spannend“, Newsletter Preu Bohlig & Partner, Juni 2012, S. 16

„BGH bejaht Haftung des Admin-C unter bestimmten Voraussetzungen“, Newsletter Preu Bohlig & Partner, Februar 2012, S. 16

*Getting the deal through - Trademarks in 28 jurisdictions worldwide 2012*

„Neues zur Kerntheorie?“, Newsletter Preu Bohlig & Partner, Oktober 2011, S. 12

„Umfang des territorialen Schutzes der Gemeinschaftsmarke“, Newsletter Preu Bohlig & Partner, Juni 2011, S. 18

„Neues bei der Beschlagnahme von gefälschten Waren im Transit?“, Newsletter Preu Bohlig & Partner, Februar 2011, S. 04

*Getting the deal through - Trademarks in 28 jurisdictions worldwide 2011*

„Lego-Baustein“, Newsletter Preu Bohlig & Partner, Oktober 2010, S. 11

„Rechtserhaltende Benutzung einer Marke und deren Nachweis“, Newsletter Preu Bohlig & Partner, Februar 2010, S. 08

*Getting the deal through - Copyright in 28 jurisdictions worldwide 2009*

## Awards

Legal 500 Germany 2019: recommended in "Intellectual property – Trademarks (including Competition)"

Leaders League 2018 - Trademark Litigation: Preu Bohlig & Partner listed in the category "Trademark Litigation" (2 – Excellent)

Legal 500 Germany 2018: recommended in "Intellectual property – Trademarks (including Competition)"

# PREU BOHLIG & PARTNER

Legal 500 Germany 2017: recommended in “Intellectual property – Trademarks (including Competition)”

Legal 500 Germany 2016: recommended in “Intellectual property – Trademarks (including Competition)”

Legal 500 EMEA 2014: recommended in Intellectual property – Trademarks (including Competition)

Leaders League 2016 - Trademark Litigation: Preu Bohlig & Partner listed in the category “Trademark Litigation” (2 – Excellent)

Magazin “Innovation – Technology & Intellectual Property” 2014, Leaders League: Germany Best Law

Firms: Trademark, Copyright & General Intellectual Property: Excellent

Corporate INTL Magazine Global Award 2012: “Trademark Law - Firm of the Year in Germany”

Leaders League 2012: Germany Best Law Firms: Trademark: Leading Partners: Excellent

Corporate INTL Legal Awards 2011: “Trademark Lawyer of the Year in Germany”