



Ariane Hettenkofer
Attorney at Law
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Kroher Strobel
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Bavariaring 20
80336 Munich, Germany

Education

- Ludwig-Maximilians-University of Munich (law school)
- Law traineeship at E.ON Energie AG, Munich
- 2001 Admitted to the German bar
- 2008 Certification as attorney specialized in IP law

Selected Publications

- Author of the Germany Chapter of the "Law over Borders Comparative Guide – Fashion Law", by The Global Legal Post, Luxury Law Summit

Professional Organizations

- German Association for the Protection of Intellectual Property (GRUR)
- MARQUES (The Association of European Trade Mark Owners): Member of a working group since 2011
- ECTA (European Communities Trade Mark Association)
- INTA (International Trademark Association)

Ariane Hettenkofer

Partner
Attorney at Law
Certified IP Lawyer

Focus

- Trademark and design law
- Managing international trademark portfolios
- Strategic advice

Ariane Hettenkofer has a strong interest in trademarks and many years of experience, making her an expert consultant for strategic trademark and licensing business planning in particular. She manages various international trademark portfolios for clients and litigates or coordinates national and international trademark disputes, both small and large. Her negotiating talents have helped her settle many conflicts out of court – both in Germany and abroad.

Since the beginning of her career, Ariane has focused on providing strategic advice on choosing and developing trademarks and managing large IP portfolios on a global basis. This involves not only the coordination and administration of trademark filings worldwide, but also the handling and control of opposition and cancellation procedures. Furthermore, Ariane represents her clients in disputes involving trademark, domain, design and competition law, both in court and out-of-court.

She is a certified specialist in intellectual property law and represents her clients before IP authorities, in German courts, before the General Court of the EU and the European Court of Justice.

She has organized and moderated several workshops on various trademark topics as part of a team in the MARQUES association. This volunteer work and participation in many German and international conferences and events on intellectual property rights has enabled her to build a reliable network marked by personal interaction with professionals from all over the globe.

In the current version of the World Trademark Review WTR 1000 2022 not only the firm, but Ariane Hettenkofer is ranked again:

“Based at Kroher Strobel, Ariane Hettenkofer is a portfolio manager par excellence with a flair for settling disputes both in and out of court at a national and international level. Clients value her eye for strategic commercial planning and her reliable network of contacts worldwide.”