

FIRM PROFILE

the Netherlands

Strong focus on advertising, IP and product information law

Hoogenraad & Haak is an independent boutique law firm in Amsterdam, the Netherlands. The firm has a clear focus on three areas of law: advertising law, intellectual property and product information law. It was established in 2007 by Ebba Hoogenraad and Maarten Haak, who each worked with the largest Dutch law firms. Hoogenraad & Haak or our partners have been recommended by independent publishers *Legal 500*, *Chambers Europe* and *Best Lawyers*. Moreover the magazine *Corporate Intl* has named our firm *Advertising Law Firm of the Year 2010*.



Our clients

Hoogenraad & Haak counsels international and domestic corporate clients, including several companies in the fashion, design and luxury goods industries and the retail sector. The firm has a leading position in the advertising industry, advising the majority of the large advertising agencies and many major advertisers in the Netherlands. *Chambers Europe* (2010) advises: "Its client list belies its modest size and recent entry into the market featuring big names like Heineken, Unilever and Kimberly-Clark."

Why our clients work with us

Hoogenraad & Haak are proactive and thorough litigators and advisors, who think along, with legal profundity and with human understanding. The firm is known for its excellent *and* commercially sound approach of issues, while the rates are competitive. Our motto is to present a creative solution at an early stage: 'How can it be done?'

Fields of expertise

Advertising law

Hoogenraad & Haak often takes the lead in pan European clearance procedures. The firm advises the majority of large advertising agencies and many advertisers in the Netherlands, including Unilever, Heineken and Kimberly-Clark. Our advertising team defends advertisers before the self regulatory Dutch Advertising Code Committee, in particular advertisers in the alcohol, food & beverage and health industries. The team often litigates, in particular about misleading and comparative advertising and health claims (European Claims Regulation). Our work includes:

- Comparative and misleading advertising
- Financial, alcohol and health related advertising
- Gambling and lotteries
- Privacy issues

Contact: **Ebba Hoogenraad** (eh@hoogenhaak.nl)

Intellectual property law

Hoogenraad & Haak advises and litigates about a broad range of IP rights, and can take the lead in a European action. Recent successes include a case by a well-known adult movie star against a Dutch online videosite, stopping several online and offline trademark and design infringements, and claiming infringing domain names for trademark owners. We have specific expertise in:

- Trademarks and trade dress
- Industrial designs
- Copyright
- Unfair competition
- Trade names and domain names

Contact: **Maarten Haak** (mh@hoogenhaak.nl)

Product information law

A growing number of producers in the food & beverage industry and the health industry ask our advice on compliance with laws on product labelling and product ingredients, including the European Claims Regulation. Our clients include LU, Yakult, Johma, Chiquita and WASA.

Contact: **Ebba Hoogenraad** (eh@hoogenhaak.nl)

Partners

Ebba Hoogenraad



Ebba Hoogenraad was admitted to the bar in 1985 and has been focusing on the advertising industry since 1989. Based on peer review *Best Lawyers* mentions Ebba as one of the two leading lawyers in advertising law in the Netherlands. Ebba has been recommended by *Chambers Europe* (2008) as "a great lawyer in advertising-related IP law, whose advice has been solicited by clients such as Unilever and Heineken for years." Clients particularly praise her point and practical advice, always noting what *is* possible. Ebba counsels the majority of the larger advertising agencies and several corporate clients in the consumer industry. She also advises several producers of health and nutrition products on product information (health claims, labelling).

Ebba is on the editorial board of the Dutch legal IP and advertising journal *IER* and is the Dutch correspondent of *European Food & Feed Law Review*. She chairs the Dutch Advertising Law Association and the National Advertising Conference, and chaired the Benelux Trademark and Design Law Association. In addition Ebba is a board member of the Dutch Advertising Association and of the World Press Photo Supervisory Board and is an active member of professional associations including INTA and Marques

Maarten Haak

Maarten Haak is a specialist in trademark and design law, copyright law, unfair competition and licensing. Since his bar admission in 1998 clients have appreciated his strategic insight and his litigation skills. Maarten counsels the corporate and the creative sector, in particular clients in the fashion, design, luxury goods and retail industries. *Chambers Europe* (2009) has recommended Maarten for "any case that requires an understanding of business, legal and strategic considerations." In addition to his work as *advocaat* Maarten is an Honorary Judge in the Court of Appeals of Leeuwarden, the Netherlands.



Maarten frequently publishes articles in legal magazines and newspapers. He is often asked as a speaker about IP law, and he lectures trademark law to his peers for the Dutch Law Practice Academy and for the Benelux Trademark and Design Law Association. Maarten is an active member of various professional associations, including INTA, MARQUES, ECTA and AIPPI.

More information?

Check www.hoogenhaak.nl



Our quarterly NEWS

Every quarter our Advertising + Intellectual Property NEWS is e-mailed to an extensive mailing list all over the world. Anyone interested can subscribe for free through www.hoogenhaak.nl/newsletter.

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