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Susanna Heurung

Partner

Attorney-at-law

Certified IP Lawyer

Head of Trademark and Design Department

Susanna provides comprehensive advice and assistance to clients in matters relating to German, European and international trademark law, design law, competition law, copyright law and food law. Her work involves preparing and processing applications for registration as well as legal and out-of-court proceedings in opposition, cancellation and infringement proceedings, warning notices and temporary injunctions. She has many years of experience in evaluating existing trademark portfolios, particularly in connection with M&A transactions and IP due diligence reviews. Susanna represents clients before the competent German and European bodies and courts and has also successfully appeared on behalf of clients before the European Court of Justice.

CAREER

since 2019	Partner at Maiwald
since 2017	Attorney-at-law at Maiwald
2004 - 2017	Attorney-at-law at various IP law firms, most recently partner of the law firm Kotitschke & Heurung Partnerschaft mbB
2001 - 2002	Legal Intern Avant! Corp Portland

EDUCATION

since 2009	Certified specialist in intellectual property law
2004	Admitted to the bar
2002 - 2004	Trainee lawyer in Landshut
2001 - 2002	Legal Intern Avant! Corp Portland
1996 - 2000	Studied law at the Friedrich-Alexander University Erlangen

PRACTICE AREAS

- 商标&外观设计
- 竞争&反垄断法
- 合同法

SERVICES

- Filing strategies and drafting trademark and design applications
- Trademark and design portfolio management
- Availability searches
- Opposition proceedings
- Warning letters
- Preliminary injunction proceedings and protective briefs
- Lawsuits
- Cancellation and nullity proceedings
- Drafting of contracts
- Legal review of advertising campaigns
- IP-Due Diligence

RECOGNITIONS

- Listed as best lawyer 2025 in Handelsblatt in the categorie intellectual property law
- In the Leaders League Ranking 2025, honoured as "Highly Recommended" in the "Trademark Prosecution" category and as "Recommended" in the "Trademark Litigation" category
- Recommended in the Leaders League Rankings Germany 2022, 2023 and 2024 in the categories Trademark Litigation and Trademark Prosecution
- Recommended in Handelsblatt | Best Lawyers "Germany's Best Lawyers" 2020, 2021, 2022, 2023, 2024
- World IP Review: Trademark Leader Germany 2022

PUBLICATIONS

- Repeated trademark filings: EUIPO Board addresses 'annoying' practice, Managing IP 2023
- ECJ ruling brings clarity on the interruption of forfeiture periods, Managing IP 2022
- Germany cancels agreement with Switzerland on the use of trademarks, 2022
- Patent(e) Sicherheit in unsicheren Zeiten, 2021
- Business bases opposition against trade mark on company name, 2018
- Design protection more important than ever, 2017
- Design Law Update

MEMBERSHIPS

- Bar Association
- GRUR
- INTA

LANGUAGES

- German
- English
- Spanish
- French