

## Dr. Sandra Müller

**Partner**

**Frankfurt**

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**Languages spoken**

English | German



### About Sandra

Dr. Sandra Müller is a partner in the Frankfurt office of Squire Patton Boggs and leads the Intellectual Property & Technology team based in Frankfurt. Besides the management of global trademark and design portfolios Sandra's practice focuses on litigation in trademark, design, patent and unfair competition disputes. She has represented clients from the luxury brand, consumer goods and food industries in various infringement proceedings before the German courts and in cancellation and opposition proceedings before the German Patent and Trademark Office, the German Federal Patent Court and the European Intellectual Property Office (EUIPO), including litigation before the European General Court and the European Court of Justice. Sandra further advises clients on all IP related aspects of M&A transactions and commercial contracting. As part of her work for brands and media clients, she also has considerable experience in reputation management, advertising clearance and consumer law issues.

Sandra holds a German Ph.D. (*summa cum laude*) in comparative law on publishing agreements and copyright from the University of Osnabrück and was a member of the Study Group on a European Civil Code. She lectured for more than ten years at Leibniz University Hannover law school.

Sandra serves as Chair of the Education Team of trademark user association MARQUES. She represents MARQUES in the Examination Board and as a tutor in the EUIPO Trade Mark and Design Education Programme (ETMD EP). In addition, Sandra is a member of the Frankfurt Bar Association, the German Association for the Protection of Intellectual Property (GRUR), the International Association for the Protection of Intellectual Property (AIPPI) and the International Trademark Association (INTA). She has been recognized by *WTR 1000* 2024 and praised as a "highly recommended practitioner (who) excels in supplying thoughtful trademark advice."

### Experience

- Advising one of Germany's major dairy manufacturers in the area of trademark and design law and managing the worldwide trademark portfolio.
- Advising one of the fastest-growing Chinese companies in the field of electronic mobility on its global brand protection strategy and management of the worldwide trademark portfolio.
- Advising companies in various industries in trademark, design and competition law matters, as well as on the strategic development of their IP portfolio.

- Advising and representing a US biotech company in the protection and judicial enforcement of trade secrets.
- Representing an automotive supplier in patent infringement proceedings.
- Rendering transactional and other commercial IP advice to various companies of all sizes.
- Advising various clients on legal issues involving new technologies, such as Web3/NFTs and the use of AI.

## Credentials

### Education

- Hagan Law School, Certified Intellectual Property Attorney, 2014
- Higher Regional Court of Celle, Second State Examination, 2010
- University of Osnabrück, Ph.D., *summa cum laude*, 2009
- Leibniz University Hannover, First State Examination, 2005

### Admissions

- Germany, 2010

## Recognitions

- Named as a Leader by *World Intellectual Property Review (WIPR)*, 2024 and 2025

## Expertise

### Services

- Intellectual Property & Technology

## Publications & Speaking Engagements

- Speaker, "How to Make the Best Out of Your Employees Inventions: Applicable Rules and Best Practices for Global Companies", 1 March 2023.
- "Ongoing Challenges for Fashion Brands in Germany – Legal Issues on Style Names Revisited", *The Licensing Journal*, January 2021.
- EUIPO Academy E-Learning-Module: Commercial Exploitation of IP Rights: Trade Mark Licensing, Alicante, December 2019.
- "Trügerische Sicherheit: Wem gehört das Patent-Portfolio?" *Börsen-Zeitung*, 10 November 2018.
- EUIPO Education Programme: Position Marks and Store Design, Vortrag/Lecture, Alicante, 29 October 2018.
- Co-author, "Forgotten Problems: When M&A Meets IP", *Lawyer Monthly*, August 2018.
- Co-author, AIPPI Law Series – Volume 4 – Trademarks: Genuine Use – Chapter for GERMANY.
- "Lauterkeitsrechtlicher Schutz vor Produktnachahmungen oder: Was sonst noch verboten ist", Leibniz University Hannover, ELPIS Kolloquium, 3 May 2018.
- Co-author, "First we try then we trust – An update on advertising with test results", *GALA Gazette*, Volume XI, Issue I, February 2016.
- Co-author, "Länderbericht Germany", *World Trademark Review*, Anti-counterfeiting 2016: A Global Guide, 149-155.

- “Keksstangenurteil des BGH – Neue Herausforderungen für Rechteinhaber auf Messen”, *azur*, February 2016.
- “Geistiges Eigentum strategisch wichtig für FinTechs”, *Börsen-Zeitung*, 2 February 2016.
- Co-author, “Watch out when localising advertising campaigns! – The pitfalls of money-back guarantees”, *GALA Gazette*, Volume X, Issue I, February 2015.
- “European Competition Law Part II, The Law of Unfair Competition and Unfair Competition Procedure”, University of Lisbon, May 2015.
- Co-author, “Tough times for fashion brands in Germany? A brief update on the legal issues with style names”, *GALA Gazette*, Volume IX, Issue V, December 2014.
- “Die Schenkung im deutschen Recht”, *Principles on European Law: Donation*, Study Group on a European Civil Code, Sellier European Law Publishers, Munich, 2013.
- “Länderbericht England”, Schmidt-Kessel/Schubmehl, *Lauterkeitsrecht in Europa – Eine Sammlung von Länderberichten zum Recht gegen unlauteren Wettbewerb*, Sellier European Law Publishers, Munich, 2011.
- Co-author, Haftung für mittelbare Urheberrechtsverletzungen im Internet – In addition, note to OLG Köln, judgment of 23.12.2009, 6 U 101/09, *Mitteilungen der deutschen Patentanwälte* 2010, 223-227.
- Risikoverteilung im Verlagsvertrag nach deutschem und englischem Recht – aus dienstleistungsrechtlicher Perspektive (Diss.), *Karlsruher Schriftenreihe zum Wettbewerbs- und Immaterialgüterrecht*, Band 23, Carl Heymanns, Köln, 2010.
- Zur Zulässigkeit des Preisvergleichs in Bezug auf Warensortimente – Comment on ECJ, judgment of 19.9.2006, C-356/04 – Lidl Belgium GmbH & Co. KG/Etablissements Franz Colruyt NV, GPR 2007, 87-91.
- Co-author, *Reform des Schadensersatzrechts Band I: Europäische Vorgaben und Vorbilder*, Manz: Wien, 2006.
- Note on Cour d’appel de Luxembourg, decision of 30 April 2004 – Le Corbusier, GPR 2006, 92-94.  
Co-author, “Wie verbraucherfreundlich muss das neue UWG sein? – Eine Synopse lauterkeitsrechtlicher Instrumente”, GRUR 2005, 280-285.

## About our firm

One of the world’s strongest integrated law firms, providing insight at the point where law, business and government meet. We deliver commercially focused business solutions by combining our legal, lobbying and political capabilities and invaluable connections on the ground to a diverse mix of clients, from long-established leading corporations to emerging businesses, startup visionaries and sovereign nations. More than 1,500 lawyers in over 40 offices across four continents provide unrivaled access to expertise.