

Trade Marks

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phillips ormonde fitzpatrick
intellectual property

Phillips Ormonde Fitzpatrick (POF) helps businesses and individuals with **all facets of the trade mark registration and enforcement process. This includes preliminary advice on registerability, searching, preparing and filing trade mark applications, responding to examiners' reports and being involved in opposition proceedings.**


We assist clients with single filings through to managing complex portfolios with applications and registrations in multiple countries. We also attend to payment of renewal fees and other government charges.

We have around 50 registered trade marks attorneys, many of whom are also registered patent attorneys and/or lawyers. Our trade mark clients range from small businesses and sole traders through to some of the world's best known brands.

We have a dedicated trade marks practice, with practitioners located in Melbourne, Sydney and Adelaide.

Our trade marks team is experienced in providing the following services:

- > Watching, searching and advising on the registrability of trade marks
- > Preparation and direct lodgement of applications in Australia and New Zealand
- > Applications for International Registrations under the Madrid Protocol
- > Lodgement through trusted associate firms across the globe
- > Responding to examiners' objections
- > Advising on validity and infringement, and conducting and defending opposition proceedings
- > Advising on, preparing and recording assignments and licence agreements
- > Keeping clients informed of Australian and international trade mark law developments, and
- > Managing IP portfolios.



**We have a specialist
trade marks team
with practitioners in
Melbourne, Sydney
and Adelaide.**



Michael O'Donnell

BAppSc FIPTA

Patent and Trade Marks Attorney

Partner and Team Leader

Michael advises on a broad range of IP issues including prosecution and enforcement in trade mark matters, as well as trade mark and design strategy. He supervises the management of large trade mark portfolios for a number of clients.



Michael Squires

BSc LLB FIPTA

Patent and Trade Marks Attorney

Partner

Michael has more than 25 years of experience advising on IP matters including strategy, enforcement and portfolio management. Michael's practice now focusses predominantly on trade mark matters. He also has broad experience in medical devices, building and construction and consumer products. He is a regular contributor to Katzarov's Manual of Industrial Property.



Russell Waters

BSc LLB FIPTA

Patent and Trade Marks Attorney

Partner

Russell won the Australian trade mark categories for the ILO Client Choice Award 2013 and ACQ Finance Magazine Law Awards 2012. He was recognised as an IP Star in the Managing Intellectual Property Handbook in 2014 and 2015, and ranks amongst Australia's top trade mark attorneys in the annual World Trademark Review 1000.



Helen Kavadias

LLB BMedSc(Hons) MIP

Patent and Trade Marks Attorney, Lawyer

Senior Associate

Helen advises in the protection, enforcement and commercialisation of IP rights. Prior to joining POF, Helen was Corporate Counsel at a leading Australian telecommunications firm. She has also practised as an IP and technology lawyer, and has experience in PBS/ TGA regulatory matters and telecommunications regulation.

Anita Brown

BA LLB MIPLaw

Trade Marks Attorney, Lawyer

Senior Associate

Anita has more than 10 years' experience in trade mark searching, prosecution, registration and enforcement both in Australia and internationally. Anita develops strategies for the protection, commercialisation and enforcement of IP rights for both Australian and foreign companies across a range of industries including life sciences, fashion, manufacturing, cleantech and information technology. She has also been involved in proceedings before the Australian Trade Marks Office and the Federal Court of Australia.



Marine Guillou

LLM (Edinburgh University)

Trade Marks Attorney

Senior Associate

Marine specialises in anti-counterfeiting programs, customs proceedings, training and trade mark infringement litigation. Marine gained valuable experience as an in-house lawyer for the French anti-counterfeiting group, Union Des Fabricants (Unifab) and as an anti-counterfeiting Area Manager with Société Bic. In 2015, Marine was ranked as one of Australia's top specialist experts in anti-counterfeiting in the World Trademark Review 1000.



Michelle Betschart

LLB/LP(Hons) BSc LLM (IP)

Trade Marks Attorney

Associate

Michelle advises both local and overseas clients on all aspects of trade mark registrability, searching, filing strategies and protection. Prior to joining the firm, Michelle has worked in legal roles with a large medical institute, at SA Health, and at the South Australian Attorney-General's Department. Michelle has qualifications in science and law and completed her Master of Laws, specialising in IP law, at the University of Melbourne in 2012.



The Phillips Ormonde Fitzpatrick Group offers services through three key organisations – each one specialising in specific areas of IP. Together, we provide the full range of IP services from conception to enforcement.

Phillips Ormonde Fitzpatrick (POF) is a leading patent and trade mark attorney firm specialising in obtaining and maintaining patents, trade marks, registered designs and plant breeders' rights. We have some of the most diversely qualified and experienced attorneys in Australia, which allows us to match your IP requirements to an attorney with the appropriate expertise.

We provide a tailored approach to meet individual objectives with a focus on achieving cost-effective, commercial outcomes. Our client base includes individual inventors, start-ups, universities, leading research institutes and multinational corporations.

Phillips Ormonde Fitzpatrick Lawyers (POFL) has a strong reputation in IP litigation, as well as advising on and drafting agreements relating to IP. All patent litigation is supervised by a partner who is a lawyer and an experienced patent attorney. This expertise gives us the advantage of understanding the key technical issues in patent litigation.

POFL is a limited liability partnership by a scheme approved under Professional Standards Legislation.

IP Organisers (IPO) is a specialist information services company providing intellectual property research and searching services including patent, design and trade mark searching and watching. The team is also able to assist with IP portfolio audits, IP management and reporting services.

IP Organisers is a registered investigation agency with a team of in-house Private Investigators who gather evidence on violations of IP rights and conduct background checks.



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