

BANKI HADDOCK FIORA

LAWYERS



Alison McGinn

Partner

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Practice areas

- Trade marks, patents and designs
- Competition and consumer
- Branding strategies
- Copyright
- Disputes

Profile

Alison joined Banki Haddock Fiora in 2011. She has advised on trade mark registration and intellectual property issues in a range of industries including telecommunications, food manufacture, television and film, pharmaceuticals, audio equipment, fashion, start-up technology businesses and not-for-profit organisations. Alison has particular interest in advising start-up businesses and has advised a number of start-ups at various phases of their growth regarding intellectual property protection in Australia and overseas. Alison has also advised on global trade mark protection for various businesses.

Alison has varied experience in assisting clients with numerous intellectual property issues and was seconded to Nestlé Australia Ltd in 2011 and again in 2013.

Experience

- Trade mark pre-use clearances
- Trade mark registration
- Trade Mark Office proceedings in Australia and New Zealand
- Intellectual property licensing
- Trade mark infringement proceedings
- Advising start-up businesses in relation to branding and IP related issues
- Advising businesses in relation to global trade mark protection
- Copyright infringement proceedings
- Domain name registration and disputes
- Customs notices in Australia and New Zealand
- Competition and consumer laws
- Trade promotion, lotteries and competitions

Qualifications

- Macquarie University, BSc LLB 2006
- University of New South Wales, LLM 2011

Year of admission

2007

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