

## Alison McGinn | Partner

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### Practice areas

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

### Profile

Alison advises on trade mark registration and intellectual property issues in a range of industries including telecommunications, food manufacture, television and film, pharmaceuticals, audio equipment, fashion, startup technology businesses and not-for-profit organisations. Alison has extensive experience in trade mark clearance, prosecution and opposition proceedings in Australia and New Zealand as well as IP portfolio strategy.

Alison regularly assists start-up businesses at various phases of their growth with tailored advice regarding intellectual property protection in Australia, New Zealand and overseas. Alison has also advised businesses of all sizes on global branding strategies, trade mark and design protection and auditing.

Alison was seconded to Nestlé Australia Ltd in 2011 and again in 2013.

In 2016, Alison was recognised as a Rising Star (Intellectual Property) in *Doyle's Guide*. In 2018, she was named in *Managing IP* IP Stars as a Rising Star – Australia, and as a recognised practitioner in the *World Trademark Review 1000* – The World's Leading Trademark Professionals, 2019.

### Qualifications

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

### Experience

Trade mark pre-use clearance searching  
Trade mark and design registration and advice  
Trade Marks 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

### Year of admission

2007