

Zoe McGrath | Lawyer

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Practice areas

Trade marks
Branding strategies
Competition and consumer

Profile

Zoe joined Banki Haddock Fiora in 2017 as a paralegal and has been admitted to practice in Australia since 2018. She is a lawyer in the trade marks and commercial teams, with a strong interest in branding and media work.

Zoe has experience in trade mark clearance, prosecution and international trade mark portfolio management. She has a particular interest in working with growing businesses to build their trade mark portfolios.

Prior to commencing her career as a lawyer, Zoe worked in journalism.

Qualifications

University of Technology,
Sydney, BA (Communications) LLB

Experience

Trade mark searching and clearance
Prosecution of trade mark applications
in Australia and New Zealand
Trade mark oppositions and removal
proceedings in Australia and New Zealand
Domain name disputes
Licensing and assignments
Trade mark portfolio advice and management
International trade mark portfolio advice
and management, including international
filing programmes
Documenting commercial agreements
Drafting employment agreements
Advice on award coverage
Marketing advice, including review of
packaging and promotional materials
Regulatory and labelling advice

Year of admission

2018