

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*. She was named in *Managing IP* IP Stars as a Rising Star – Australia in 2018 and as a Trade Mark Star – Australia in 2021 and 2022, and as a recognised practitioner in the *World Trademark Review 1000* – The World's Leading Trademark Professionals, 2019, 2020, 2021 and 2022.

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