

## Kate Andean | Partner

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### Practice areas

Trade marks, patents and designs  
Branding strategies  
Corporate advisory and commercial  
Competition and consumer

### Profile

Kate is a dual-qualified solicitor admitted to practice in Australia, and England and Wales. She has over 15 years' experience advising on intellectual property and commercial matters in Australia, New Zealand, the United Kingdom and Europe, including at an intellectual property firm in London.

Kate works closely with clients across a range of industries, including food and beverage, pet food, brewing, retail, sports and leisure, entertainment, pharmaceuticals and automotive, on branding and trade mark, marketing and general commercial issues.

Kate was ranked as a Rising Star – Australia in *Managing IP* IP Stars in 2018 and 2019, and then as a Notable Practitioner in 2021 and 2022. She was also recognised in the *World Trademark Review 1000* – The World's Leading Trademark Professionals in 2021 and 2022.

### Qualifications

University of Canberra, BComm (Journalism) LLB (Hons) 2005

### Experience

Branding and trade mark portfolio advice and management  
Marketing advice, including review of packaging and promotional materials  
Regulatory and labelling advice  
Negotiation and drafting of commercial agreements  
Licensing and assignments  
Pre-use trade mark searching and clearance  
Prosecution of trade mark applications, and trade mark opposition and removal proceedings at the Australian, New Zealand, United Kingdom and European Union Trade Mark Offices  
Trade mark infringement proceedings  
Domain name disputes  
Designs  
Trade promotions

### Year of admission

2006