

## Zoe McGrath | Senior Associate

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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