

Overview

When the risk of copying your invention is high, the need for comprehensive protection is greater. Be warned—the copying of unique inventions is virtually instantaneous in today's marketplace and potential investors will only enter discussions if your intellectual property is protected locally and globally.

Navigating the law of intellectual property is complicated. Whether you are a creator, supplier or user of original work, look to our global practice to protect your interests from the outset and reinforce your rights throughout your business journey.

Rely on our extensive experience working with entrepreneurs, national businesses, multinational companies, patent attorneys, accountants and other business partners in both traditional and emerging industries. You can count on us to help develop, protect and manage your intangible assets—be they inventions, brands, trade secrets, copyrights, licenses, contracts, confidential information or reputations.

We are a member of your team, collaborating with you seamlessly as we help you maximize your commercial objectives and minimize your exposure to risk, so you don't lose ground to your competitors. This involves safeguarding your start-up by conducting an audit to identify what needs to be protected and forward-thinking agreements and filings to protect those interests.

As your business grows, and you seek to acquire or invest in other brands, we assess the strengths and weaknesses of the opportunities. Where you are building technology improvements, we advise on all aspects from e-commerce and procurement, to outsourcing, privacy and data storage.

When crises arise, we stand by with strategic advice on injunctions, brand and reputation protection, competitors' actions, the departure of key employees, loss of data and other unexpected events.

While we prefer to resolve disputes out of court, we offer strong and focused litigators driven to achieve your desired outcome on patent, trade mark and copyright infringements or technology issues.

More recently we have achieved those outcomes for media companies, social media networks, government departments, multinational retail brands, medical device companies, manufacturers, retailers, banks and professional service providers.

With experienced colleagues located around the world, in partnering with us, you benefit from our global presence. We protect you wherever you do business around the world.

Areas of focus include:

- Commercial Agreements in Australia
- Intellectual Property Litigation in Australia
- IP Contracts Assignment and Licensing in Australia
- Technology Procurement Development and Licensing in Australia

- Trademarks in Australia

Your Key Contacts

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