

## MEET THE DESIGN GROUP

Our specialist team of design experts has a wealth of experience and work with a wide range of clients. Whatever you have designed, they will make sure it has the best protection possible.

### CARRIE JOHNSON



Carrie enthusiastically heads the firm's design and copyright group and has more than 18 years' experience of advising clients on intellectual property protection and enforcement. Known for her pragmatic approach and strategic focus, Carrie works closely with her clients to develop creative, robust and cost-effective registration strategies for the visual aspects of their innovations, including GUIs, icons/logos and cartoon characters, consumer products and industrial machinery, in the UK, EU and worldwide (including Hague designs).

She has extensive experience of dealing with contentious registered and unregistered design and copyright matters such as invalidity and infringement. She regularly drafts and responds to cease and desist letters and has successfully assisted several clients in dealing with takedowns imposed by online retailers such as Amazon and eBay.

Carrie's passion for designs and copyright is apparent from the position she held as Chief/Principal Examiner for the profession's Patent Examination Board. For several years she set and marked the design and copyright examination paper that forms part of the qualification for patent attorneys in the UK. She is heavily involved in the training of the firm's trainees. She also sits on our Brexit committee so is well placed to advise on the impact on designs of the UK leaving the EU.

### JOHN LAWRENCE



John has 30 years' experience in designs both at the UKIPO and EUIPO. He has lectured in the UK and internationally on Community designs and design IP issues and strategic planning. During his career, John has filed around 2000 designs, revoked designs at EUIPO and handled designs litigation at IPEC. He was also a key member of a team involved in high court automotive body panel litigation.

John's experience includes giving freedom to operate opinions on designs and negotiating acquisition of designs as a solution to freedom to operate issues. He has advised clients on licensed designs and creating innovative design protection strategies for traditionally design-light sectors (e.g. screenshots, user operated icons, brands and user-experienced environments). He has also managed IP design-around projects and trained in-house engineers on design-related IP issues. John works with clients across many sectors including aerospace, automotive, food and drinks, packaging, toys and gaming, ICT and medical devices. He regularly advises US law firms on EU design law issues.



### **NICHOLAS BRADDON**

Nicholas understands that there is value in the distinctive appearance of products and the consequent commercial importance of having good, cost-effective design protection in place. He advises clients in relation to registered designs, unregistered design rights and ancillary copyright-related issues. He has obtained registered designs for clients in the UK, EU and in other jurisdictions.

Nick has experience of using the international (Hague) system for registering designs in multiple countries. Clients to have benefited from Nicholas's advice in relation to designs and copyright have come from a variety of sectors including: food and drink; garden equipment and machinery; toys and games; jewellery design; and furniture. Nicholas is a member of the Chartered Institute of Patent Attorneys' designs and copyright committee.



### **DAVID HARRIS**

David is a firm believer in the designs system as providing cost-effective protection for products that would be too costly to protect through the patent system or where the chances of obtaining useful patent protection are unclear. He deals with the protection of the appearance of products, both aesthetic and functional, and in particular frequently deals with Community registered designs and international (Hague Agreement) designs.

David was involved in assisting a major multinational remove copycat products from sites such as eBay and Amazon and believes that registered designs are a very useful tool in stopping copycats. He has also been involved with various design infringement cases that have reached the English courts and has fought for his clients before the UKIPO to get unjustifiably registered designs revoked. He has advised on designs ranging from handbags, soft furnishings through consumer appliances, baby products and power tools to automotive parts.



### **TRACY ARCH**

Tracy is an experienced trade mark and design practitioner, brand strategist and partner with more than 21 years of experience providing trade mark advice and protection. Tracy has built her practice on providing strategic advice to companies with large global portfolios, utilising her vast experience and understanding of the commercial impact of IPR management to work alongside in-house legal teams both in the UK and overseas. Whilst she works with a broad range of clients, she has particular experience in consumer goods, industrial manufacturing and hospitality industry. Tracy also heads the firm's food & drink sector group and is a champion for the firm's start-up group and initiatives.



### **STEPHEN LOWRY**

Stephen is a qualified Irish, UK and European trade mark attorney and partner, specialising in all areas of trade mark and brand work, including designs. Stephen also acts on behalf of clients in EUIPO opposition, revocation and invalidation proceedings and has considerable experience relating to trade mark infringement and passing off matters. This well-rounded experience enables Stephen to provide legal advice with a real commercial approach and is adept at working to highly demanding time frames. Stephen is also very willing to provide in-house support via secondment, irrespective of location, if the need for additional support arises.



### **LINN BERGGREN**

Linn is a Swedish lawyer specialising in intellectual property law and has 16 years' attorney experience. Linn focuses mainly on trade mark law and is an authorised European trade mark and design attorney and Swedish intellectual property attorney. Linn has extensive experience in advising clients on local and international IP protection, particularly in the area of trademark law, including registrability advice, clearance searches, oppositions and cancellation actions, as well as portfolio management and strategic advice. She works with a large range of clients but has particular expertise in the food and beverage, tobacco, information technology and medical sectors.



### **PHILLIP COLBRAN**

Phillip is a UK and European qualified patent attorney with great technical skills and understanding of the commercial importance of IP protection, including designs. He works with a wide range of businesses from start-ups through to international corporates and specialises in material science, metallurgy and mechanical engineering.

