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External Speakers

MICHAEL EDENBOROUGH KC | SERLE COURT

Since the beginning of 2024, Michael has had 16 reported cases, including one in the Supreme Court, eight in the Court of Appeal and three other appeals (covering trade marks, passing-off, designs and procedural matters). He has appeared in the House of Lords and Supreme Court three times as an unled junior and leading silk in patent, trade mark and procedural (legal professional privilege for non-lawyers) matters. He has averaged nearly one reported case every two months since 2000 in all areas of IP. He has acted for HMG, CIPA, CITMA and AIPPI. His currently listed future cases include another appearance in the Supreme Court, two more in the Court of Appeal (one in Northern Ireland), and a summary judgment application seeking copyright relief in about 100 countries.

Michael's practice involves advice and advocacy on infringement and validity issues concerning all types of IPRs. As such, he deals with declarations of invalidity, revocation, rectification and cancellation of registered intellectual property rights such as trade marks, registered designs and patents. He is often instructed in cases involving the main unregistered IPRs such as goodwill, copyright, designs and confidential information, and also the more unusual rights such as plant varieties, moral rights, re-sale rights, database rights and geographical indications.

His education qualifications include a MA (Cantab) Natural Sciences and DPhil (Oxon) Biophysics. He is the author of Contentious Trade Mark Registry Proceedings (2nd ed) and Organic Reaction Mechanisms (3rd ed).

CLAIRE DAVIDSON

A co-founder of DRD Partnership, Claire has worked across a wide spectrum of sectors, delivering strategic communications programmes in over 120 countries, across Europe, North America, Caribbean, Africa, Asia and the Middle East. At board and senior executive level, she advises clients on value protection, risk mitigation, issues management, crisis management and litigation communications. Claire has advised some of the most recognisable international household, high street and on-line brand names and their holding companies on how to prepare for and respond to the reputational challenges arising as a result of evolving modern media and social media landscapes and increased reliance on celebrity and 'influencer' content. She also provides guidance on historic and current safeguarding issues as well as DE&I. A trained mediator, Claire works with advocacy groups in the EU, the US and in other international markets.

ALASTAIR GRAY

Alastair Gray is the International Trade Mark Association's Director of Anticounterfeiting and is the staff liaison for over 340 volunteers of the INTA's Anticounterfeiting Committee which develops the Association policies, positions on combating trade mark counterfeiting worldwide. Prior to joining INTA, Alastair was Tommy Hilfiger's Head of Digital IP Enforcement for seven years and also worked at two corporate and IP investigation companies investigating and countering complex IP infringement across multiple jurisdictions for 10 years. Alastair is also currently assigned as an expert of the EUIPO's Observatory Expert Group on "Cooperation with Intermediaries".

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SOFIAT KOLAWOLE

Sofiat Kolawole is a strategic communications specialist, with a focus on crisis and issues management and litigation and disputes communications. She is experienced in building and protecting clients' reputations when faced with a range of challenges, such as complex disputes and litigation, activist campaigns, media scrutiny, corporate scandals, ESG challenges, and diversity and inclusion. She has counselled clients across a wide range of sectors including FMCG, mobility and transportation, entertainment, technology, financial and professional services, retail and leisure, the third sector and the public sector.

Sofiat has advised some of the most recognisable international brands on how to prepare for and respond to the reputational challenges of the rapidly evolving modern media and social media landscape. She has conducted crisis training for brand managers to increase their risk awareness and skillset, helped clients to counteract targeted media and social media campaigns, and built proactive strategies to recover and rehabilitate brands that have been on the receiving end of backlash.

Prior to joining DRD, Sofiat worked at large international communications agencies and has been recognised for her diversity, equity and inclusion advocacy in the PR industry. She holds a BA in Modern Languages & Cultures from Durham University and speaks French and Spanish.

JULIANNA FUCHS

Julianna is PUMA's Counsel Brand Protection with advanced expertise in Intellectual Property matters, grounded in both international and national legal standards. In her role, she oversees the enforcement of PUMA's IP rights across offline and online channels in Europe, West and Central Asia, and North America. Her work spans from prosecution and litigation to the hands-on enforcement of IP rights - a field where she discovered her professional passion and got stuck for probably a lifetime!

Beyond her core responsibilities, Julianna actively collaborates with various industry associations and committees, such as the INTA Anti-Counterfeiting Committee, the INTA UnReal Committee, contributing her insights and helping shape best practices in brand protection and anti-counterfeiting efforts. Based at PUMA's global headquarters in Germany, Julianna frequently travels internationally to support on-ground enforcement activities and to represent PUMA at conferences, often as a speaker. Her dynamic role reflects a deep commitment to safeguarding brand integrity and promoting collaboration across the industry.

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EMMA REEVE

I've spent over 11 years as an IP lawyer, with the last three and a half years overseeing IP strategy and operations across the Centrica Group, supporting dynamic teams to enhance technology and develop new product offerings for customers.

Centrica is a vertically integrated energy company and is known by consumers as the owner of British Gas and Hive brands. The portfolio I manage includes 300 patents and 300 trade marks. Building strong relationships and working closely with teams to deliver growth is where I find real joy.

Outside of work, I enjoy indoor climbing, mostly so I can abseil down and feel like Spiderman (a big hit with my two young sons!)

CHLOE LONG

Deputy Director General at the ACG