

SENIOR ASSOCIATE, IP AND TECHNOLOGY, PROTECTION AND
ENFORCEMENT

Joshua Little

I am a Senior Associate in the IP and Technology, Protection and Enforcement team, specialising in intellectual property rights and brand protection.

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LOCATIONS

[United Kingdom](#)



I specialise in assisting and advising multi-national entities in the protection of their intellectual property rights by advising on brand protection.

I advise clients in a variety of industries, including gaming, film and entertainment, publishing, fashion, food and beverage, home furnishings, healthcare, education and sport.

Some of the clients that I represent include Forbes LLC, publishers of Forbes magazine, Take-Two Interactive Software, Inc., makers of the hugely successful computer games Grand Theft Auto and Red Dead Redemption, and Radox Laboratories Ltd.

I have over 9 years' domestic and international experience advising clients in relation to their intellectual property and commercial requirements. This includes worldwide trade mark clearance, filing and prosecution. I regularly represent clients in contentious registry proceedings including bringing and defending trade mark opposition, invalidity and revocation actions throughout the world. I advise on trade mark licensing, exploitation and commercialisation, settlement, co-existence agreements and dispute resolution.

I have strong commercial acumen which enables me to get to the heart of clients' business objectives quickly and translate this into a tailored legal service.

I have good interpersonal skills and enjoy developing a strong relationship with my clients.

I have good attention to detail, which is key in ensuring that a brand is adequately protected.

I am skilled at digesting complex legal advice delivered by foreign associates and translating it into bite sized and easily digestible advice to the client.

I am a good negotiator who is able to think outside the box and work on a solution that meets or exceeds the client's requirements.

I write for Fieldfisher's online blog, SnIPpets and have spoken at The Great Escape Festival and Branchage Film Festival. Between 2010 and 2013 I ran and hosted the Acumedia debating and networking event in Brighton. I was also once the warm up act for Frank Skinner.

I enjoy donating my spare time and money to Brighton and Hove Albion Football Club.

What others say...

“ Josh has helped us with multiple intellectual property matters with expert guidance and advice and is extremely responsive to our time sensitive matters. He is very skilled at understanding the needs and concerns of my company on an international scope. I would highly recommend him ”

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