

ASSOCIATE, INTELLECTUAL PROPERTY

Shalini Jayaweera

I am an associate (Australian Qualified) in the trade marks and brand protection team. I specialise in all aspects of the protection and enforcement of trade marks, representing a vast array of sectors including media, advertising, fashion, gaming, pharmaceutical, and food and beverages.

INTELLECTUAL PROPERTY

TRADE MARKS AND BRANDS

TRADE MARK

📍 London, England

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LOCATIONS

[United Kingdom](#)



I advise on the clearance of trade marks, formulate trade mark filing strategies on a national and international scale, protect and defend my client's rights through contentious matters such as oppositions and invalidity actions, and negotiate settlements.

I have extensive experience in brand protection and enforcement through running anti-counterfeiting programs including customs programs, eBay Verified Rights Owner (VeRo) programs and market watch programs.

I also have experience in implementing measures to prevent the unauthorised use of intellectual property in User Generated Content such as filing take-down notices on Facebook, YouTube and Google, and domain name disputes.

Prior to joining Fieldfisher in July 2015, I practised IP at a leading US firm in Melbourne, Australia. I also have a Bachelor of Biomedical Science degree majoring in pharmacology and have a particular interest in the pharmaceutical and life science areas.

