



CONSULTANT, IP AND TECHNOLOGY, PROTECTION AND ENFORCEMENT


Hastings Guise


I love achieving the right result – whether that is a legal win, a great settlement or simply a solid and cost-effective protection strategy for my clients' business-critical brands, trade marks and designs. I am a qualified solicitor in both England & Wales and Ireland.

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LOCATIONS

[Ireland, United Kingdom](#)



I specialise in Intellectual Property law. I regularly support businesses in the launch of new brands, often co-ordinating large-scale multi-jurisdictional clearance and trade mark protection projects. I also help clients to resolve disputes relating to trade mark law, passing off law and design law, often finding a negotiated solution without the need for formal proceedings. Where formal proceedings are needed, I have particular experience representing clients before the UK and European IP Offices in contentious proceedings and before the General Court of the European Union in applications to overturn EUIPO decisions.

I am dual-qualified as a solicitor and Chartered Trade Mark Attorney. I am a member of the Chartered Institute of Trade Mark Attorneys and the International Trademark Association.

I've worked with a wide variety of businesses ranging from multinational brand owners and domestic household names to SMEs and start-ups. I always prioritise the commercial realities of my client's business and specialise in finding solutions that work in practice as well as theory. I have been lucky enough to work with businesses in a wide range of sectors. However, I have particular experience in relation to medical devices, energy, financial services and footwear.

"Hastings Guise is a clear-sighted adviser for companies bringing new brands to the market. He provides clear, concise advice and concrete guidance, taking into account the state of the market in which you operate." – *World Trademark Review WTR1000*

Notable recent matters:

- Case C-320/18 **Crocs v EUIPO (GIFI Diffusion)** – Representing the Appellant in ongoing proceedings before the Court of Justice of the European Union connected with interpretation of prior disclosure rules for Registered Community Designs.
- Case T-424/16 *GIFI Diffusion v EUIPO (Crocs)* – Representing the Intervener in ongoing proceedings before the General Court of the European Union connected with the test for similarity of Registered Community Designs.
- Case T-777/17 *Pan v EUIPO (Entertainment One UK)* – Representing the Intervener in ongoing proceedings before the General Court of the European Union connected with the likelihood of confusion between a third party's cartoon character trade mark and our client's rights in the famous **Peppa Pig** character.
- Cases T-681/17, T-682/17 and T-683/17 **Khadi and Village Industries Commission v EUIPO (BNP Best Natural Products)** – Representing the Applicant, an Indian government body, in relation to multiple ongoing proceedings before the General Court of the European Union connected with potentially deceptive and bad faith EU trade mark applications filed by a third party.
- Case O-655-18 *Oney Bank v OneSavings Bank* – Representing the applicant in successfully defending a large number of connected trade mark opposition proceedings before the UK Intellectual Property Office.

Representing a **leading medical device business** before the EU IP Office to secure EU-wide trade mark protection on the grounds that our client's mark had acquired distinctiveness throughout the European Union.

Co-ordinating a high volume trade mark clearance and filing project across a large number of African jurisdictions on behalf of a **leading regional energy business**.

Acting for a **well-known global financial services business** in successful proceedings before the Company Names Tribunal to challenge the adoption of an infringing company name by third parties.