

PARTNER , IP AND TECHNOLOGY, PROTECTION AND ENFORCEMENT

Amy Reynolds


I am a Partner in the IP and Technology, Protection and Enforcement team in Fieldfisher's London office. I am qualified to practise in England & Wales, Ireland and Australia.

FASHION AND BEAUTY

INTELLECTUAL PROPERTY


RETAIL AND CONSUMER


TRADE MARKS AND BRANDS

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LOCATIONS

[Ireland, United Kingdom](#)



I specialise in [trade mark and brand protection law](#) and have over 12 years of multi-national experience in this field.

I advise a wide range of local and international clients in relation to all aspects of brand protection including portfolio management, trade mark clearance searches, registrability issues, prosecution of trademark applications, assignments, co-existence negotiations, oppositions and revocation, and invalidity actions.

My clients are household names across a range of industries including aviation, finance, energy and resources, fashion, media and entertainment, and manufacturers of consumer products.

I have worked to successfully resolve many multi-jurisdictional trademark disputes. By adopting a commercial approach, I have been able to effectively resolve these disagreements to the satisfaction of my clients, achieving resolutions which are both legally sound and commercially viable.

I have international experience and regularly handle trade mark matters before the UK, EUTM, Irish, Australian and New Zealand Trade Mark Registries. I am an expert

on trade mark law and practice in these territories.

My career highlights include managing the trade mark portfolio and advising on the trade mark aspects of global re-brands for three international airlines and securing the registration of a 3-D trade mark for a major toy manufacturer.

In addition to contributing to the Fieldfisher [SnIPpets Blog](#), my articles and essays have appeared in a number of professional publications, including Intellectual Property Forum, Intellectual Property Law Bulletin and Managing IP.

What others say...

“ Rising Star ”

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