

# INTELLECTUAL PROPERTY

MAKING THE MOST OF INNOVATION

---

Our intellectual property lawyers help the world's foremost companies unlock the value of their intellectual property to protect their investment, to secure and maintain competitive advantage and to obtain commercial outcomes. Our team are globally recognised as market leaders, and they have acted on some of the most complex disputes and transactions in the market.

Intellectual property is a crucial differentiator amongst global businesses, and changes in the IP landscape are gathering pace. In competing for growth in mature markets, global players are looking to their brand and innovations to drive revenue.

Whether you are looking to monetise your innovations, protect revenue streams, or structure your intellectual property, our lawyers combine technical expertise and commercial nous to achieve the optimum outcomes for our clients. We help our clients commercialise and protect their innovations across sectors and continents, and are trusted with the most complex "bet the company" disputes and transactions.

We work in partnership with our clients to understand their businesses and where intellectual property adds value. In this way we are ready to provide strategic guidance as you navigate the global IP landscape, to help you avoid costly disputes and achieve favourable commercial outcomes. Where litigation is required, we bring to bear seamless global dispute resolution capability that is highly rated by our clients and in all major directories.

**INTELLECTUAL PROPERTY NOTES** - [Find the latest developments on intellectual property law and practice on our blog.](#)

# RECENT EXPERIENCE

---

## **MOTOROLA SOLUTIONS**

Acting in patent and copyright infringement proceedings commenced by Motorola Solutions Inc against a competitor, Hytera, in the Federal Court of Australia which allege that Hytera's digital mobile radio (DMR) systems devices infringe three of our client's patents and that Hytera has copied our client's source code and other highly confidential materials

## **TREASURY WINE ESTATES**

Acting in a series of long-running disputes in the Federal Court of Australia with a number of Chinese-based operators that have taken advantage of our client's famous PENFOLDS brand in China, as well as representing our client in trade mark oppositions

## **HANWHA Q CELLS**

Acting in relation to patent infringement proceedings in Australia, the US and Germany against three competing manufacturers of high-performance solar cells and modules, JinkoSolar, LONGI Solar and REC Group

## **SEVEN WEST MEDIA**

Acting on Seven West Media's sale of its magazine business including owned and licensed magazine titles, online sites and ongoing content sharing and advertising agreements

## **ARIOSIA (ROCHE GROUP)**

Advising in patent infringement proceedings brought in the Patents Court against it in relation to its Harmony non-invasive prenatal test

## **UNILEVER**

Advising and defending before the Supreme Court against a multi-million pound claim by a former employee, for compensation in respect of inventions made during the course of his employment

## **OUR PEOPLE**



**SOPHIE RICH**  
JOINT GLOBAL HEAD  
OF IP AND HEAD OF  
IP UK, LONDON  
+44 20 7466 2294  
Sophie.Rich@hsf.com



**REBEKAH GAY**  
PARTNER AND JOINT  
GLOBAL HEAD OF  
INTELLECTUAL  
PROPERTY, SYDNEY  
+61 2 9225 5242  
Rebekah.Gay@hsf.com



**LAURA ORLANDO**  
MANAGING PARTNER,  
ITALY AND EMEA CO-  
LEAD PARTNER - LIFE  
SCIENCES, MILAN  
+39 02 3602 1386  
Laura.Orlando@hsf.com



**ALEXANDRA NERI**  
PARTNER, PARIS  
+33 1 53 57 78 30  
alexandra.neri@hsf.com



**DR INA VOM FELD**  
PARTNER, GERMANY

+49 211 975 59091  
ina.vomfeld@hsf.com

**SUE GILCHRIST**  
PARTNER AND HEAD  
OF INTELLECTUAL  
PROPERTY,  
AUSTRALIA, SYDNEY  
+61 2 9225 5221  
Sue.Gilchrist@hsf.com