



EMMA SHERRATT

SENIOR ASSOCIATE

[London](#)

Emma advises clients in all aspects of intellectual property protection, strategy, and enforcement.

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BACKGROUND

Emma joined Herbert Smith Freehills in February 2018 from a large New Zealand law firm.

Emma has a BSc / LLB (hons) from The University of Auckland.

Emma is admitted as a barrister and solicitor of the High Court of New Zealand.

KEY SERVICES

Intellectual Property
Trade Marks

KEY SECTORS

Consumer
Pharmaceuticals

EXPERIENCE

She is a specialist in multi-jurisdictional coordination and management of IP disputes, including advising on UK and pan-European IP litigation strategy. With both a law degree and a science degree majoring in chemistry, Emma has experience in a range of IP issues in the pharmaceuticals and life sciences sector, particularly in relation to patent validity and infringement as well as freedom to operate.

Emma is also an expert in all aspects of contentious and non-contentious brand development, protection, and enforcement of IP rights, including in respect of trade marks, copyright, anti-counterfeiting, passing off, and domain names.

Emma has a special interest in the cosmetics, food and FMCG, health and pharma industries, and enjoys working with start-ups and the firm's pro bono clients.

Recent experience includes:

- Advising Ball Corporation, a US-listed beverage packaging company, on the successful resolution of a long-running multi-jurisdictional trade mark dispute, with ramifications in various Central European jurisdictions as well as the UK
- Advising a global pharmaceutical company on strategy and multi-jurisdictional coordination of potential patent litigation in respect of a blockbuster drug
- Coordinating a global trade mark enforcement program for a multinational consumer electronics company
- Advising a social enterprise start-up on all aspects of their IP strategy, including ownership of key copyright works, future joint ventures, and branding best-practice
- Appearing as junior counsel for an interim injunction proceeding in the New Zealand High Court, representing a global FMCG company in an action for passing off and trade mark infringement