

## Alastair Shaw

Counsel  
London

### Biography

Alastair (Al) Shaw has 25 years' experience litigating trademark, copyright, design, and trade secrets cases. He is counsel in the firm's London office and a member of the firm's global, award-winning Intellectual Property (IP) practice. Al's caseload usually has an international element, whether that's acting for major multi-national clients, dealing with cross-border jurisdictional challenges or coordinating parallel proceedings in multiple jurisdictions. He also has the rare experience of executing of search orders in trade secret cases to secure evidence. Al's practice ranges across international rights owners' anti-counterfeiting strategies, civil and criminal enforcement in the United Kingdom, to matters in the High Court and Court of Appeal.

After an undergraduate degree in oceanography at Southampton University, Al trained with the firm and holds a diploma in IP law from the University of Bristol. As a solicitor-advocate, Al has rights of audience at all levels of the English civil court system. He also represents injured British service personnel, pro bono, in compensation appeal hearings, on behalf of The Royal British Legion, in one case helping a client to achieve the near £600,000 maximum statutory compensation available from the British government.

### Representative experience



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### Languages

English

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### Practices

Communications, Internet, and  
Media

Copyright

Designs

Intellectual Property

IP and Technology Transactions

Marketing and Advertising

Trade Secrets and Confidential  
Know-how

Trademarks and Brands

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### Industries

Representing a global securities trading business in relation to trade secrets and copyright infringement issues.

Advising a major pharmaceutical company on contentious trade mark issues.

Representing a major multinational engineering group in a breach of confidence/trade secrets litigation.

Representing Stichting BDO in a High Court trade mark infringement action against BDO Unibank, Inc. [2013] EWHC 418 (Ch)

Representing FremantleMedia in High Court copyright litigation concerning the 'Idols' and 'The X Factor' TV formats.

Advising Skype in relation to worldwide contentious trade mark issues.

Obtaining a search order and pursuing committal proceedings for breach of it.

Advising licensees on the operation of the Copyright Licensing Agency and Newspaper Licensing Agency collective licensing schemes.

Representing the patentee in a patent entitlement action concerning plasma lamp technology (Ceravision Limited v Luxim Corporation [2007] R.P.C. 33).

Contentious copyright advice in relation to art exhibitions.

Advising on disputes relating to European Community and UK design rights.

Pharmacia Corp v Merck & Co [2001] (pharma patent infringement on COX-II inhibitors).

Trade mark and know-how licensing in the beverages sector.

Contentious trade mark and domain name work for Prudential against third party mis-use of Prudential core brands.

## Latest thinking and events

Life Sciences and Health Care

Technology and Telecoms

Sports, Media and Entertainment

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## Education and admissions

### Education

BSc. Oceanography, University of Southampton

Diploma in Intellectual Property Law, University of Bristol

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### Memberships

Law Society of England and Wales

AIPPI (UK branch)

Intellectual Property Lawyers Association

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### Bar admissions and qualifications

Solicitor, England and Wales

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### Court admissions

Senior Courts of England and Wales

Higher Courts (Civil)

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### Accolades

'A fantastic team - very organised and they have excellent technical understanding'

*Chambers*

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Al's a member of 'One of the best

- Hogan Lovells Events
  - IPMT Brands Seminar 2023
- News
  - UK: Online marketplace sales - Umbro's famous 'double diamond' marks not infringed by Dream Pairs' logo on football boots
- News
  - UK Trade Marks, Copyright and Designs - Outlook for 2023
- News
  - London Brands Seminar: NFTs and the Metaverse
- News
  - Trade Mark Litigation in the UK (England and Wales): Overview
- Insights and Analysis
  - UK High Court evaluates bad faith allegations and survey evidence in the battle of the supermarkets.

all-round IP groups in London? -  
dynamic partners supported by very  
able and hard-working associates'

*Chambers*

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