

Hayley Smith

Associate

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Hayley is an intellectual property associate in the firm's commercial team. She specialises in contentious, transactional and advisory IP matters across the board on all IP rights.

Hayley's contentious experience includes representing famous brands and technology companies in the IPEC, the Chancery Division, the Court of Appeal and in registry proceedings before the UK and EUIPO. Hayley also conducts trade mark, passing off and patent infringement analyses and assists the wider team on larger IP matters.

Hayley has also advised on numerous transactional intellectual property matters. Hayley's work includes project managing clients' international trade mark portfolios and drafting a range of agreements including licences, assignments and collaboration agreements relating to various IP rights. Hayley supports clients with their launch into new markets including conducting trade mark clearance for exciting new brands.

Hayley is a member of IPSoc and is currently undertaking the Oxford IP Diploma.

Expertise

Sectors

Construction

Fashion and beauty

Food and drink

Featured experience

Match v Muzmatch

Helping Match and Tinder successfully protect their brand in the UK Intellectual Property Enterprise Court.

Fragrance house

Helping an exciting fragrance brand grow and expand into new markets.

High street retailer

Filing numerous UK and EU AFAs for a high street health and beauty retailer to help identify and take action against counterfeits at customs borders.