

# Giles Parsons

Partner

 London

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Giles has helped protect world leading brands, manages significant IP portfolios and negotiates high-value R&D agreements. Giles is a member of the Law Society's IP Committee. Over 30 articles of his have been published by Lexis Nexis, Practical Law and various IP journals. Giles is also a trustee of the Diversity Project Charity.

Giles was a Euromoney 2020 Rising Star Awards winner in the trade marks category. He is also ranked as a Next Generation Partner for Intellectual Property: trade marks, copyright and Designs in Legal 500. World Trademark Review has said that Giles "consistently does a first-class job – he wins cases" and that he is "a pleasure to work with".

Giles' contentious experience includes acting for some of the world's most famous brands in the IPEC, the Chancery Division, the Court of Appeal and the EU General Court. He helps clients with technology development agreements, trade mark licences, sponsorship and influencer agreements, and collaboration agreements. He also helps manage IP portfolios for leading technology companies and brands.

Giles regularly speaks at high profile industry events including an event on autonomous vehicles at London Tech Week 2023 and IAM Live: IP and Emerging Technologies Europe 2024 where he moderated a panel discussion on 'Looking beyond patents in the age of technology convergence'.

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## Expertise

Artificial intelligence

Automotive

Fashion and beauty

Food and drink

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## Featured experience

## Cosmetics client

Built and implemented a monitoring and enforcement strategy for a well-known cosmetics client.

## Iconic London

Helping Iconic London grow and expand into new markets.

## Automotive OEM

Supporting an automotive OEM launch exciting new models with next generation technology.

## Match v Muzmatch

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

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## Testimonials

*"The duo earn exceptional plaudits for their "impressive knowledge of trademark law and ability to conduct litigation with intelligence, strategic thinking and teamwork. They are a pleasure to work with. Giles is a fine lawyer ..."*

**World Trademark Review 2024,**

*"Bonita Trimmer and Giles Parsons regularly team up to secure victories for their clients. They have recently been acting for the Match group in a high-profile trademark infringement matter against Muzmatch Limited at the IPEC and Court of Appeal, in which the duo successfully enforced their client's marks and saw to the rebrand of Muzmatch."*

**World Trademark Review 2024,**

*"Giles develops a great understanding of his clients' businesses and his approach is always very commercial. He is excellent at explaining complex legal pieces of advice in a way that is easy to understand and relevant to business objectives."*

**World Trademark Review 2023,**

*"Giles Parsons is a key contact in the firm, particularly for automotive clients."*

**Legal 500 2022 ,**