

SIMON TRACEY

Intellectual Property



Simon is responsible for Davenport Lyons' Intellectual Property & Brands practice and leads the firm's highly praised trade mark filing and prosecution team.

He is an acknowledged expert in all IP issues confronting “*consumer-facing brands*”, with extensive experience acting for leading international retail, fashion and FMCG brand owners along with high profile music, film and entertainment personalities.

In terms of qualification and specialist areas of law, Simon is a barrister* focused on trade mark, passing off, registered and unregistered design right, copyright, domain name, confidential information/trade secrets, image rights, anti-counterfeiting and sports law advice.

Praised for his “*tremendous brain power*” and “*creative approach*” in the 2007 edition of the UK *Legal 500*, Simon has led the firm's IP team in a wide variety of complex UK (including regular appearances before the Court of Appeal), EU and worldwide brand related litigation and commercial/corporate transactions.

Given his extensive experience as a brands lawyer, his practice is focused on clients with high profile or expanding brands operating in the following sectors:

- Fashion, including couture, made to measure, ready to wear, urban and street labels.
- Retailers andetailers.
- Perfumes, cosmetics and fashion accessories.
- Traditional and new media (including leading book and newspaper publishers)
- Music and film
- Hotels, bars, clubs and restaurants.
- Homeware, interior design and lifestyle.
- Energy
- Sport, with a particular emphasis on football rights.

As a result of his sector focus, for major international brands Simon has co-ordinated and advised on the creation of complex anti-counterfeiting campaigns (including take down strategies for look-alike/smell-alike products), parallel importing/grey goods, international strategic corporate acquisitions and investments, licensing transactions (particularly in the field of diffusion and brand expansion), IP disputes, consumer protection issues and world wide trade mark and registered design portfolios.

He is a regular media commentator, having appeared many times on Sky News, Sky Sports, Sky Sports News, BBC1, BBC News 24, BBC Radio 1/2/Five Live/World Service and provided frequent commentary for an equally wide range of national and international newspapers and on-line publishers. Simon also conceived and is the editor of our annual market leading *Counterfeiting Luxury: Exposing the Myths* Report.

Simon is a member of the Honourable Society of the Middle Temple, a graduate of Cambridge University, the firm's INTA and ACG representative, sits on the Walpole's IP Committee and is a mentor-speaker for the Prince's Trust.

*Formally, Barrister (non-practising).

You can contact Simon as follows:

Direct Dial: 020 7468 1618

Email: stracey@davenportlyons.com