

A man with glasses and a beard, wearing a dark blue sweater, is sitting at a desk and smiling while looking at a laptop. A woman with dark hair tied back, wearing a blue and white striped shirt, is sitting next to him, also smiling and looking at the laptop. They are in a modern office environment with large windows and a ladder visible in the background. A large red curved shape is in the top right corner of the image.

**Dehns**

# **Meet the Dehns UK Trade Mark Team**



## Elaine Deyes

**Partner and Head of the Trade Mark Group**  
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### Background

Elaine is a UK Chartered Trade Mark Attorney who joined Dehns in 1996 and was made a Partner in 2007. Elaine is Head of Dehns' Trade Mark Group.

### Tell us a bit about your role at Dehns?

As well as heading up the Dehns Trade Mark Group, I also play an active role in the firm's management and various committees, and am the partner in charge of Graduate Recruitment at Dehns.

### Why are trade marks important when building a strong brand?

Trade Marks are vital to building a strong and distinctive brand. Securing a registered trade mark protects the brand and provides the owner with the means for preventing third parties from using identical or similar marks or signs in situations where confusion could arise or the third party could, by using a similar mark or sign, obtain an unfair advantage or cause detriment to the brand owner's reputation. By proactively protecting, policing and enforcing their trade marks, and ensuring that others cannot use or register confusingly similar marks, trade mark owners can avoid the dilution or tarnishing of their brand(s), and reduce the risk of others benefitting unfairly from the time and money they have invested in their brand.

### How did you get into the trade mark profession?

I got my first taste of IP law when studying for my Law and French degree at the University of Surrey. Around the same time, a friend of mine began working as a Trainee Patent Attorney, and it was from him that I first learnt about the specialist role of a Trade Mark Attorney. During my final year of University, having researched the profession further, I applied to a number of specialist trade mark and patent attorney firms for a position as a Trainee Trade Mark Attorney. I was delighted to be offered a place at Dehns, which I happily accepted.

## **Tell us something surprising about trade marks that most people don't know about.**

Trade mark protection is not limited to physical goods or services in the traditional sense; it's also possible to protect trade marks in connection with virtual or downloadable goods, NFTs (non-fungible tokens), and services provided in the metaverse. We are working with an increasing number of clients who wish to use their trade marks in the metaverse and Web3, and protect themselves against the unauthorised use by others of identical or similar marks in virtual or online worlds, as more and more companies are recognising the potential business opportunities (and hazards) that evolution in this space presents.

## **What is the most common misconception about trade mark law?**

A very common misconception about trade marks is that owning a company name registration automatically confers on you the right to use the name as a trade mark. Company name registrations and trade mark registrations are entirely separate, and whilst the use of a company name over many years may give rise to unregistered rights in that name, one cannot assume that owning a registered company name gives you the right to use that name as a trade mark, or to prevent others from using or registering the same (or a closely similar) name as a trade mark.







## **Alison Hague**

**Partner**

London

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### **Background**

Having graduated from Oxford University with an honours degree in Engineering Science, Alison joined Dehns in 1987 and became a partner in 1998. She is a UK Chartered Patent Attorney, a European Patent Attorney and a UK Chartered Trade Mark Attorney.

### **Tell us a bit about your role at Dehns?**

As a partner in both the trade mark and engineering groups, I handle patents, trade marks and designs. This is a broader range of work than many of my colleagues and I consider myself lucky to have trained and qualified when this was the norm. I enjoy being able to look at clients' intellectual property in the round.

### **What is the most rewarding thing about your job?**

I often describe my job as problem solving. Clients come to us with a variety of questions or issues and we help them to find a way forward that works for their business.

### **What was the first trade mark case you can remember working on?**

The first trade mark case I remember working on was expanding the UK trade mark protection and obtaining some overseas trade marks for the JANE SHILTON handbag brand. This was in an age when personal names were not considered registerable per se, except upon evidence of acquired distinctiveness, and assessing whether a surname was registerable involved counting the number of entries in the London telephone directory.

When I started in the trade mark profession one of my earliest memories as a young assistant is being sent to the search room at the Trade Mark Registry in High Holborn to leaf through booklets containing details of prior marks. Things have changed a lot since then!

### **What's the most memorable/satisfying trade mark case you can remember working on?**

Some of the most satisfying cases I have been involved in is seeing brands grow from a twinkle in a client's eye through to international brands with substantial portfolios of trade mark registrations.





## Clare Mann

**Partner**  
Brighton

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### Background

Clare is a UK Chartered Trade Mark Attorney.

She joined the firm in 2000, having graduated from the University of Hull with a First Class Honours degree in History. She became a Partner in 2011 and handles trade mark work in a variety of sectors.

### Tell us a bit about your role at Dehns?

I am a Partner in the Trade Mark Group at Dehns and am based in our Brighton office. I assist clients at every step of their trade mark journey, from providing initial guidance on topics such as what makes a good brand name, to helping them enforce their trade mark rights against third parties. One of the things that keeps the job interesting is that you never quite know what's going to land on your desk on any given day.

As a Partner, I am also involved in training and mentoring the more junior members of the team, as well as helping with the management of the firm.

### What is the most rewarding thing about your job?

Two things come to mind immediately and they reflect different aspects of the job.

Firstly, it is immensely satisfying to see trade marks that I have helped register being used in the real world, for instance on television commercials. Even after years in the job, I still get a kick out of that, especially if the path to registration wasn't straightforward.

The other particularly rewarding thing, and something about which I feel incredibly fortunate, is that the trade mark attorney profession is a global family. I think we are quite unique in that regard. I have the privilege of working with trade mark attorneys from all over the world and, over the years, have built many lasting friendships, with conferences providing an opportunity to meet up in person. If I were ever to find myself stranded in a random part of the world, chances are I would know someone local in the profession who I could call on for help. I don't think many other jobs offer that!



## What are your top Dos and Don'ts when it comes to trade marks?

Do your homework before adopting a new trade mark. Search the relevant trade mark register to ensure that no-one else already owns an identical or similar mark covering identical or similar products/services.

Do seek registered protection for your trade marks. A registration provides legal and financial benefits.

Don't pick a trade mark that is descriptive of your products/services. The easiest trade marks to register and enforce are those which are meaningless in relation to the products/services that you are offering.

Don't assume that registering a company name at Companies House entitles you to use that name or stop others using a similar name. It is a trade mark registration which provides a legal monopoly in a name.

## How did you get into the trade mark profession?

Let's be honest – no child grows up dreaming of being a trade mark attorney! In fact, most people have probably never heard of the profession. I first learned about it after graduating (with a degree in history). I was originally headed for teaching but my heart wasn't in it and I gave up my PGCE. I then used my university careers library to research different jobs and stumbled across some information about the trade mark attorney profession, which was hidden away in a folder about the Patent Office. I had not studied law and hadn't previously considered a job in the legal profession but, while reading about the role of a trade mark attorney, I realised it was a potentially good fit. A strong academic background was a must, but there was no particular requirement for a law degree. The ability to communicate effectively, research topics and formulate arguments, and work to deadlines were other skills needed for the job and ones that I had developed through my academic studies. I subsequently sent speculative applications to several trade mark attorney firms and, following a few interviews, was offered a job at Dehns. That was in 2000 and I've been here ever since.



## Joanna Caplan

### Associate

London

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### Background

Joanna joined the firm in 2015 and is a UK Chartered Trade Mark Attorney.

Joanna graduated from the University of Birmingham in 2011 with a First Class Honours degree in Human Biology. She went on to take a Master of Research and then a PhD in Cardiovascular Sciences at King's College London.

Joanna became an Associate of the firm in 2021.

### Tell us a bit about your role at Dehns?

I handle all aspects of trade mark practice which includes advising on the availability of trade marks for use and registration, drafting trade mark specifications, filing and prosecuting trade mark applications and general trade mark portfolio management. I also handle trade mark oppositions, cancellation actions, appeals and any related settlement negotiations, as well as preparing cease and desist letters, agreements, letters of undertaking and letters of consent, and providing advice on infringement matters, domain name disputes and online takedowns.

I work with a range of clients from small start-ups to large multinational companies, across multiple commercial sectors including the food and beverage, financial, publishing, automotive and technology sectors.

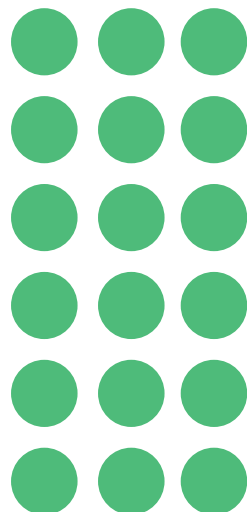
### What is your favourite trade mark story?

My favourite trade mark story dates back to 2017 and concerns Budweiser brewers, Anheuser Busch, and a US-based brewery, Modist Brewery. In August 2017, Anheuser Busch had launched a medieval-themed televised marketing campaign in the US to advertise its **Bud Light** beer using the slogan **Dilly Dilly**. Later that same year, Modist Brewery launched a new beer under the mark **Dilly Dilly**.

Rather than issue a standard cease and desist letter, however, Anheuser Busch opted to send a town crier to the offices of Modist Brewery, who read a medieval-style cease and desist letter from a calligraphy-covered scroll, requesting “by order of the King”, that the use of the “motto of [Bud Light’s] realm”, **Dilly Dilly**, be kept to a limited edition, one-time only run.

Not only did the stunt garner publicity for Anheuser Busch, it also led to an amicable resolution of what could otherwise have been a potentially costly legal dispute, and did so in a manner in which (hopefully!) left both parties with smiles on their faces.





## What is the most surprising thing someone has tried to trade mark?

Whilst most people are familiar with words and logos being registered as trade marks, they may not be aware that non-traditional trade marks may also be registered. For me, the most surprising marks that parties seek to register are olfactory/scent marks, as consumers all perceive smells differently, making it difficult to see how a scent could be recorded in the trade mark register in such a way that enables consumers to know exactly what is protected. Even so, that didn't stop Unicorn Products Limited obtaining a UK registration of an olfactory mark comprising "the strong smell of bitter beer applied to flights for darts" back in 1996.

## What are your top Dos and Don'ts when it comes to trade marks?

Do choose a unique and memorable trade mark.

Do use your trade mark in the form in which it is registered.

Do carefully consider the goods/services that you intend to offer under your mark (both now and in the foreseeable future) when preparing the specification to be covered by your applications.

Don't file trade mark applications covering a broad range of goods/services if you have no intention of using the mark in connection with all of those goods/services.



## **Adam Kellett**

**Associate**

London

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### **Background**

Adam is a UK Chartered Trade Mark Attorney.

Adam joined the firm in 2015, after graduating from University College London (UCL) with a BA(Hons) degree in English Literature and completing a law conversion. Before joining Dehns, Adam gained experience with solicitor firms and in-house legal departments, and developed an enduring interest in intellectual property law.

Adam became an Associate of the firm in 2021.

### **What is the most rewarding thing about your job?**

I really enjoy problem solving to help clients settle disputes with other businesses, or to overcome the refusal of their trade mark applications.

I also find it rewarding helping to protect clients' trade marks, because they can be some of a business's most important and valuable assets.

### **Why are trade marks important when building a strong brand?**

Trade marks are what customers use to identify and recognise a business, and are crucial to developing public familiarity with and loyalty to a brand. It's therefore important to ensure you can stop others using the same or a similar trade mark in a way that could confuse customers, divert business, or damage your brand's image and reputation.

For instance, if there are lots of other businesses using the same or similar trade marks in the same or similar fields, it might be difficult for customers to reliably recognise and remember you, and develop a relationship with your brand specifically. Even if there is just one other business using the same or a similar trade mark in your field, customers could confuse the two of you, and custom could be diverted to the competing business. Further, if the other business provides goods or services that are defective or of inferior quality, and customers mistakenly think that the goods or services originated from you, it could be the reputation of your brand that takes the hit.

Registered trade mark protection helps you to prevent or deal with these types of issues, by giving you rights that you can enforce.

## What attracted you to the trade mark profession?

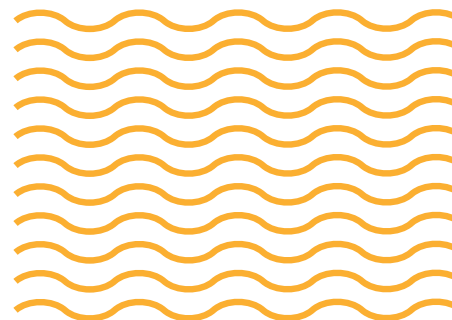
I was fascinated by the concept of trade marks and other forms of intellectual property as intangible assets.

The trade mark profession requires you to articulate detailed comparative arguments, for which I felt well equipped, coming from a literature background.

Finally, trade mark law demands an eagle-eyed attention to detail, which suits me perfectly.

## What is the most common misconception about trade mark law?

When trade mark law finds its way into the news, one of the misconceptions I notice is that registering a word or phrase as a trade mark means that nobody else can use it, in any context. However, to infringe someone's trade mark, you would need to be using the same or a similar mark in the course of trade, and in relation to goods or services. Further, trade marks have to be registered for specific goods and/or services, and to infringe a trade mark, you would usually need to be using your mark for goods or services that are the same as, or similar to, those for which the earlier trade mark is registered, such that consumers are likely to be confused. Alternatively, your use would need to take unfair advantage of, or be detrimental to, the reputation or distinctive character of the earlier mark. Trade marks don't provide an absolute monopoly.





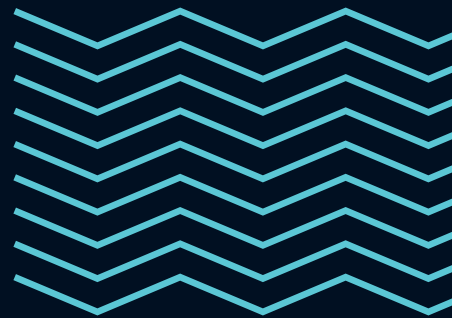


## Alexandra Nott

### Associate

Brighton

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### Background

Alexandra is a UK Chartered Trade Mark Attorney, having qualified in 2019.

Alexandra joined the firm in 2016, after graduating from the University of Cambridge in 2016 with a degree in Human, Social, and Political Sciences. During her final year she was awarded a First Class for her dissertation on human rights and the global textile industry, combining her interests in moral philosophy and fashion.

Alexandra became an Associate of the firm in 2022.

### What is the most rewarding thing about your job?

Being able to work with business owners, whether that's a solopreneur or a multi-national corporation, to identify an issue, and to come up with a solution. Sometimes, that solution may not be straightforward, but our focus is always to achieve the best possible outcome for our clients.

### What is the most surprising thing someone has tried to trade mark?

I'm 100% sure there's far weirder attempted applications, but the word 'TRADEMARK'.  
(Thinking too long about someone trying to trade mark the word 'trade mark' makes my brain hurt.)

### What is the most common misconception about trade mark law?

The idea that there is such a thing as a 'global' or 'worldwide' trade mark. There's an international filing system, but sadly there's no option for filing and registering one trade mark that protects you everywhere. One of our main jobs is to help clients navigate building up an overseas trade mark portfolio in the most efficient and effective way.

### Tell us what it's like to work as a trade mark attorney

It's a relatively small profession, which does lend a sort of community-feel that helps you to feel at home soon after joining. It does change the way you look at the world though, and wherever I go I'm always noticing new and unusual trade marks, wondering if X or Y trade mark is registered, or (my least favourite!) spotting trade marks that look a bit too close for comfort to those of my clients...









## **Charlotte Ginnaw**

### **Trade Mark Attorney**

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### **Background**

Charlotte joined the firm in 2021, after graduating from the University of Birmingham in 2021 with a degree in Geography. During her final year she completed her dissertation on the spatial and temporal variation in the water quality, biodiversity and community composition of two streams in north Wales. After finishing University, Charlotte set up her own small food business, which gave her a unique appreciation for the importance of brand distinctiveness, and sparked an interest in intellectual property.

### **Tell us a bit about your role at Dehns?**

I work with a wide range of clients of varying size, from a number of different commercial sectors including food/drink, hospitality, healthcare/fitness, cosmetics, finance/investment and software development. Each day can look very different (which is one of the best parts of the job!), but broadly speaking, I am involved with conducting clearance searches and advising on the availability/registrability of proposed trade marks, filing trade mark applications, advising on, filing and defending oppositions, preparing settlement agreements/undertakings, advising on infringement matters, and advising on domain disputes, including preparing and filing UDRP complaints. I am also on both the Charities Committee and ESR (Environment and Social Responsibility) Committee.

### **What is the most rewarding thing about your job?**

I think I would have to say the most rewarding thing is securing a trade mark registration for a client after overcoming an official objection. It isn't uncommon for a trade mark application to be faced with an objection (although we try our best to avoid them!), and quite a lot of work can be involved in overcoming them, so it always very satisfying when it goes smoothly!

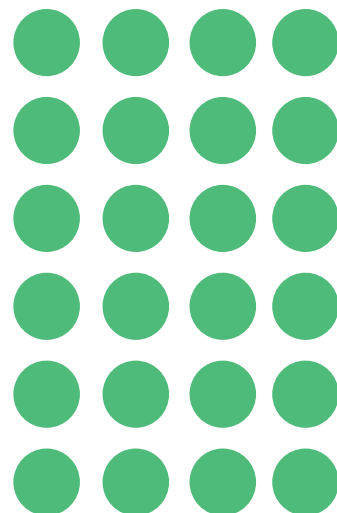


## What is your favourite trade mark story?

Most people will be aware of the Colin v Cuthbert battle between Marks & Spencer and Aldi, although one of the most interesting things about this dispute is the way each company dealt with the matter using social media. Aldi used social media in a way that meant they transformed a serious dispute into a marketing opportunity, whereas M&S adopted a more traditional approach which attracted a lot of criticism. Whilst this case is more complex than what was depicted on social media, it is pertinent in demonstrating the power of social media in handling disputes, as least as far as the view of the consumers is concerned.

## Tell us something surprising about trade marks that most people don't know about

People tend to think of trade marks being limited to logos, and don't realise that it's also possible to obtain protection for less traditional types of marks, including shapes, sounds, position marks, colours and patterns, to name a few, although these sorts of marks aren't necessarily easy to obtain protection for.





## **Tiernan Graham**

### **Trade Mark Attorney**

London

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### **Background**

Tiernan joined Dehns in 2021, after graduating from the University of Bristol with an Undergraduate degree in Law, and a Master's degree in International Law, for which he achieved First Class Honours and a Distinction respectively. During his second year at Bristol he received a letter of commendation from the law school. At Bristol, Tiernan studied intellectual property law, which he credits with sparking his interest in the area, and in trade mark law specifically.

### **What is the most rewarding thing about your job?**

Although a stereotype, it's certainly true that attorneys appreciate a good debate. True to form, I find that successfully arguing against an official objection issued by a Trade Mark Examiner, to secure registration of a client's mark, is always particularly satisfying.

### **What is the most surprising thing someone has tried to trade mark?**

Trade marks can take numerous forms, and whilst it isn't surprising per se, my mind always goes straight to the 'Zippo lighter sound' whenever asked about memorable and unusual trade marks.

### **What attracted you to the trade mark profession?**

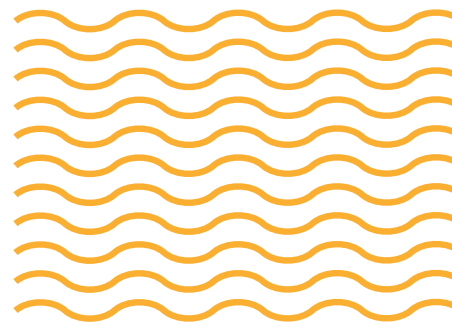
Rather unusually, my initial interest in trade marks was piqued by playing video games. In particular, when I was younger, there was a 'logo quiz' app I used to play pretty obsessively, so when I later went to the University of Bristol, where there was an option to study Intellectual Property as part of my course, I decided to pick up where I left off, and then went on to practice from there.

## **What's the most memorable/satisfying trade mark case you can remember working on?**

It's always enjoyable to see your work materialise into something 'real-world', and for this reason, one case that stands out to me is when I assisted with the registration of a mark for a well-known car manufacturer, as a few months later I was walking down the street and saw the mark flash by on the back of a 4x4.

## **Tell us something surprising about trade marks that most people don't know about**

An interesting aspect of trade mark law is that marks can 'lose' their trade mark quality, for example, if they become a generic term for the goods/services for which they are used (this is otherwise known as 'genericide'). Indeed, words such as 'Escalator', 'Sellotape', and 'Trampoline' are all examples of registered trade marks that lost legal protection. On the other hand, there are also a great number of well-known words that you might not expect to be protected as trade marks, but which are in fact registered, such as 'Bubble wrap', 'Frisbee', 'Velcro', and even 'Ping Pong'!







## **Dan Wheatley**

### **Trade Mark Attorney**

Brighton

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### **Background**

Dan joined the firm in 2022 after working within a private office at the heart of Government. Alongside his previous role, Dan completed both the MSc in Management of Intellectual Property and the Postgraduate Certificate in Intellectual Property Law at Queen Mary University of London. Whilst Dan was first introduced to IP during his undergraduate Chemistry course at the University of Bath, it was his postgraduate studies, including partaking in the pro bono 'qLegal' scheme, that fostered his strong interest in trade mark law.

### **What is the most rewarding thing about your job?**

Without a doubt, the variety offered by the role, both in terms of the work carried out and the clients we work with. No two days are the same!

### **What are your top Dos and Don'ts when it comes to trade marks?**

Don't delay filing a trade mark application as you risk losing out to a third party.

Do ensure that your trade mark registration is up-to-date and offers sufficient coverage depending on the activities of your business (particularly if these evolve over time).

Do use your trade mark with either <sup>™</sup> (if the trade mark is not yet registered) or <sup>®</sup> (only if the trade mark is registered) — whilst in most countries there is no requirement to do so, this can act as a helpful deterrent against third parties.

If in any doubt, do contact Dehns for advice!

## How did you get into the trade mark profession?

I studied Chemistry as an undergraduate and was first properly exposed to IP law during a series of lectures about drug discovery in my final year. Naturally, this module focused on patents, but it encouraged me to enrol on the Management of Intellectual Property master's at QMUL. During this course, and through the pro bono qLegal scheme offered by the University, I became particularly interested in trade mark law and practice (I was also achieving better marks on the TM exams compared to those for patents, which could be perceived as either telling or fortunate...).

Whilst I was at QMUL, I had a stint working for the Civil Service until a Trade Mark Assistant role opened up at Dehns and, as they say, the rest is history!

## What's the most memorable/satisfying trade mark case you can remember working on?

A fairly recent case, but it was particularly satisfying to have the first-instance Examiner's refusal of 'DUBBER' (for various software goods/services related to call recording) set aside on appeal. The refusal was raised on descriptiveness and non-distinctiveness grounds and, through argument, we persuaded the EUIPO Fourth Board of Appeal that the mark was inherently distinctive.

## What is the most common misconception about trade mark law?

A tricky one... either that the terms 'trade mark' and 'copyright' can be used interchangeably, or that the <sup>TM</sup> and ® symbols are synonymous with one another.









# UK Trade Mark Paralegals and Administrators





**Julie Glendinning**  
**Trade Mark Group Support Coordinator**  
**Trade Mark Paralegal**  
Brighton

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**When did you start at Dehns?**

2004

**How did you get into the trade mark profession?**

I hadn't worked in Intellectual Property prior to joining Dehns but having always worked for solicitors, dealing with various aspects of law, my legal background stood me in good stead when I joined Dehns.

**Tell us about your role at Dehns**

I have been a CITMA qualified Paralegal since 2005 and I am Dehns' Trade Mark Group Support Coordinator. Within this role I carry out many aspects of Trade Mark Paralegal work, preparing draft applications, oppositions and many other forms of documentation, as well as liaising with clients, various IP Offices and our overseas associates. I also coordinate support for the Trade Mark Group across all of the Dehns offices, and provide training, information and help to the team on a regular basis.

**What does a typical day working at Dehns look like?**

It's busy! There's always a deadline or some other priority that needs attention. It's really difficult to plan a day as I invariably end up doing something completely different, but the work is varied and the day is usually over before I know it.

**What is the most rewarding thing about your job?**

It's good knowing that you play your part in helping all sorts of organisations, as well as individual clients, protect their businesses. It's also very rewarding when you're out and about and you see trade marks that you have helped to get registered, or when you see them on the television or social media. I also enjoy liaising and building rapport with people from all over the world.

**What's the most memorable/satisfying trade mark case you can remember working on?**

Over the course of 19 years I've been involved with a lot of trade mark portfolios on behalf of clients, but the one that stands out is where everything was top secret until very early one morning prior to a global announcement – as a result I had to be in the office at 6.30am ready to file their trade mark application at 7am!





## **Anne Philpot**

### **Trade Mark Administrator**

London

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#### **When did you start at Dehns?**

2000

#### **How did you get into the trade mark profession?**

I started at Dehns in 2000 as a temp working in patents; I was asked to stay on as a PA in the Trade Marks team so I took the job!

#### **Tell us about your role at Dehns**

I handle the formalities for trade marks in the London office, preparing and filing new trade mark applications worldwide, preparing and filing oppositions, recording assignments and changes of owner name/address etc. I am also responsible for the renewal and day-to-day handing of our Watching Services.

#### **What does a typical day working at Dehns look like?**

My day is very varied, and can include anything from preparing and filing new applications or oppositions, to processing and reporting trade mark Watch Notices to clients, or liaising with the UK IPO, WIPO and EUIPO as and when required.

#### **What is the most rewarding thing about your job?**

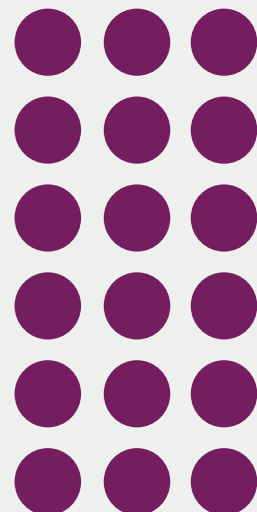
Being able to work on my own initiative and also seeing a trade mark through to registration.





**Sarah Gibson**  
**Trade Mark Paralegal**  
London

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**When did you start at Dehns?**

2022

**How did you get into the trade mark profession?**

By chance really. Having worked for various firms over the years, covering different areas of law, I was introduced to the IP profession by a friend and started working in trade marks in 2013

**Tell us about your role at Dehns**

My role is to provide a high level of administrative and technical support to the Trade Mark department, encompassing filing, strategy, protection and enforcement.

**What does a typical day working at Dehns look like?**

A typical day would involve monitoring and actioning deadlines. This is an important part of the role, as the job is very deadline-driven. The rest of the day would be spent on drafting responses to official letters, filing trade mark applications, preparing assignments, as well as more administrative tasks, such as billing, setting up new files, sending reminders, updating specs.

**What is the most rewarding thing about your job?**

Managing deadlines effectively, and being able to help others in overseeing the process in which clients register, expand and protect their brands. Working with a really nice team, who encourage me to grow my skills and take on new challenges.

**What's the most memorable/satisfying trade mark case you can remember working on?**

The most memorable case I worked on involved an infringement action by a leading international clothing retailer, resulting in the counterfeit goods being seized and destroyed.



## **Jack Cunningham**

### **Patent and Trade Mark Paralegal**

Birmingham

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#### **When did you start at Dehns?**

2022

#### **How did you get into the trade mark profession?**

I came to Dehns from another IP firm where I'd had no exposure to Trade Marks. I have now been working in Dehns' Trade Mark team since 2022 and, for me, it's been one of the most enjoyable aspects of working in IP thus far.

#### **Tell us about your role at Dehns**

I support the Trade Mark Attorneys and my fellow Trade Mark Paralegals in multiple administrative duties surrounding Trade Marks, all to aid with developing and maintaining our clients' Trade Mark portfolios.

#### **What does a typical day working at Dehns look like?**

A typical day at Dehns is spent actioning requests from clients and colleagues alike, in respect of both prospective and existing Trade Marks. Dehns is a very fast-paced environment, and the days fly by as a result.

#### **What is the most rewarding thing about your job?**

The Trade Mark Group at Dehns works very well as a team. Everyone is happy to help each other out.

#### **What's the most memorable/satisfying trade mark case you can remember working on?**

We had a very complex Trade Mark case, in which multiple applications needed to be filed in different countries, in different time-zones, all on the same day. Each case also needed to conform to the different Trade Mark requirements of each country. This was a complicated task, but once it was successfully completed, I think everyone working on the case felt like it was a job well done.

## **Tayba Ahmed**

### **Patent and Trade Mark Administrator**

Oxford

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#### **When did you start at Dehns?**

2022

#### **Tell us about your role at Dehns**

I am a patent and trade mark administrator, and I'm currently taking the CITMA Paralegal exams to further develop my trade mark knowledge.

#### **What does a typical day working at Dehns look like?**

A typical day includes me drafting emails and letters to be sent out to clients, preparing forms to be filed at the UKIPO/EPO. At the beginning of the week our team has a meeting, so we can review any deadlines coming up in the next month. This helps us manage our workload.

#### **What is the most rewarding thing about your job?**

I find the global aspect of my job very rewarding, working with international clients and liaising with other trade mark administrators and paralegals overseas.



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