



## About Lindsey Wrenn

Lindsey is a Registered Trade Mark Attorney and Member of the Institute of Trade Mark Attorneys with over 25 years' experience, encompassing in-house and private practice. Before joining James Love Legal her experience included working for Unilever, Clifford Chance and, most recently, Pinsent Masons where she was a partner and head of the trade marks team.

Areas of expertise include all aspects of trade mark protection from brand clearance, filing applications in the UK, Europe and internationally, through to drafting and negotiating licences and assignments. She also has wide experience of enforcement and preservation of trade mark rights, including the conduct of hearings before the UK and European Union Intellectual Property Offices.

Lindsey has an extensive network of contacts around the world. This has been built up over her many years in practice and through her involvement with the International Trademark Association, having attended its annual conference since the early 1990's.

With substantial experience in acting for clients in both the public and private sectors, Lindsey is used to managing a diverse range of clients with differing brand issues.

Lindsey has lectured at the University of Manchester on the Postgraduate Certificate in Intellectual Property Law and has contributed to the ITMA/CIPA Community Trade Mark Handbook. She has also lectured internationally, such as at the annual conference of the Intellectual Property Institute of Canada (IPIC).

High profile assignments have included for: Nanjing Automobile (Group) Corporation, Specsavers BV, RAC plc, Adams Childrenswear Limited, Silentnight Group Limited, Warner Music UK, N Brown Group plc (including JD Williams) and Denby Brands Limited.

## What the Legal 500 and Chambers say

(independently researched industry standard legal directories)

"Sources praise her advice as being 'very commercial and cost-effective'" (Chambers)

"Highly experienced" and highlighted for her "sheer depth of knowledge" (Legal 500)

"Particularly impressive" and "simply excellent" (Legal 500)

"Lindsey Wrenn has extensive and high level experience in the field" (Legal 500)

"Lindsey Wrenn deserves credit for building up the firm's extensive trade mark practice" in her role as head of trade marks in first tier firm Pinsent Masons, before joining James Love Legal (Legal 500)

## Awards for James Love Legal

Lawyers Worldwide 2015 Awards –  
Intellectual Property Law Firm of the Year

Yorkshire Lawyer Awards 2012 – Enterprise Award –  
Runners Up – Highly Commended

Acquisition International M&A Awards 2012 –  
UK IP Disputes Law Firm of the Year

ACQ Law Awards 2011 –  
UK Trade Marks Law Firm of the Year

Finance Monthly – Law Awards 2011 –  
UK Intellectual Property Firm of the Year

Law Society National Excellence Awards 2011 –  
Shortlisted for Excellence in International  
Legal Services

## **Qualifications**

### **University**

University of Sheffield (1981-1984) Law (LLB) (Hons)

### **Professional qualifications**

Affiliate Member of the Institute of Trade Mark Attorneys (part qualified 1989 - ITMA Intermediate examinations)

Diploma in Intellectual Property Law (1988-1990) Dip. IPL (University of London)

Ordinary Member of the Institute of Trade Mark Attorneys (fully qualified 1992 – ITMA Final examinations)

Registered Trade Mark Attorney (admitted 1992)

European Trade Mark Attorney and Professional Representative before the European Union Intellectual Property Office

### **Professional bodies**

Institute of Trade Mark Attorneys (ITMA)

International Trademark Association (INTA)

## **Areas of Experience**

Expertise in all aspects of trade mark protection including clearance searching, filing and prosecuting applications in the UK, Europe and internationally

Extensive experience of trade mark portfolio management, trade mark audits and providing strategic advice

Trade mark watching expertise and monitoring third party brands

Negotiating licences and assignments of trade marks

Enforcement of trade marks and defence of allegations of infringement and passing off

Filing and defending trade mark oppositions, invalidity and revocation actions (including multiple actions before the UK Registry)

Appeals to the High Court from decisions of the UK Registry and to the Boards of Appeal within the European Union Intellectual Property Office

Negotiating settlements of trade mark related disputes and drafting co-existence agreements

Registered Design protection including the filing of UK and European Union applications

Advice in relation to other IP rights including copyright and unregistered designs

Domain name protection and management, including domain name watching and resolving disputes

## **Career**

### **1986 to 1988 Unilever PLC London**

- Anglo Dutch multinational company that owns many of the world's consumer product brands in foods, beverages, cleaning agents and personal care products
- Assistant Manager in International Trade Mark Department with responsibility for the Lever Brothers portfolio and specialising in the global protection of brands in the detergent sector, including the famous Persil trade mark

### **1988 to 1991 Clifford Chance LLP London**

- A global law firm headquartered in London, a member of the 'Magic Circle' of leading UK law firms and one of the ten largest law firms in the world
- Trade Marks Practitioner in the Intellectual Property Department acting for clients such as Ritz Hotels and the Storehouse Group of Companies (Bhs, Mothercare, Heals)
- Seconded to Storehouse plc to assist in centralising its international trade mark portfolio  
Also acting in the disposal of the CONRAN brand to Sir Terence Conran

### **1991 to 1995 Booth & Co (now Addleshaw Goddard LLP) Leeds**

- A UK-based corporate law firm with offices in Leeds, London and Manchester and ranked amongst the largest law firms in the UK
- Senior Trade Mark Attorney in the Intellectual Property Department acting for clients such as ASDA, Max Mara (the Marina Rinaldi brand) and Dr Stuart's Herbal Teas

### **1995 to 2009 Pinsent Masons LLP Leeds**

- Large full service commercial law firm with offices across the UK and internationally
- Appointed Senior Trade Mark Attorney in the Trade Marks Unit in 1995
- Associate from 1996
- Partner from 2001
- Head of Trade Marks with responsibility for the management and development of the Trade Marks Unit
- In 2002, ranked by The Institute of Trade Mark Attorneys as being one of the top practices, among UK law firms, for the number of UK Trade Mark applications filed
- Credited for winning the work of a number of household names including MG Rover Group Limited and its successor Nanjing Automobile (Group) Corporation, Specsavers BV, RAC plc, Adams Childrenswear Limited, Silentnight Group Limited, Warner Music UK and N Brown Group plc (including JD Williams)
- Responsible for the overall management of other household name brands handled by the Trade Marks Unit, including The Royal Bank of Scotland Group plc, RSA Insurance Group plc, AXA UK plc, Standard Life plc, Laura Ashley Limited and Halfords Limited
- Recognised in 2007 when the IP practice gained a first tier ranking in the Legal 500 Directory:  
"Lindsey Wrenn deserves credit for building up the firm's extensive trade mark practice"

### **2010 onwards James Love Legal Harrogate**

- Specialist Intellectual Property Practice handling UK and International work for clients around the world
- Senior Trade Mark Attorney