



Cordelia Payne

Partner

cordelia.payne@acuitylaw.com

+44 (0)7773 336 902

ABOUT

Cordelia trained and worked as a solicitor at one of London's leading media and entertainment law firms, Harbottle & Lewis. After 7 years, she left to start up her own boutique legal consultancy before joining Maple & Black as their IP Partner in 2015.

After Maple & Black merged with Acuity 2018, Cordelia stayed with the firm as an IP Partner as part of the larger TMT department.

Cordelia advises on a wide range of contentious and non-contentious intellectual property matters for both high profile individuals and clients, as well as start-ups with a focus on the television, film, music, theatre and sports industries.

EXPERTISE

- UK, EU and international trade mark filings and prosecutions
- Brand protection strategy
- Commercial contracts with an IP focus
- Licences and assignments of intellectual property rights
- Intellectual property disputes at the UKIPO, EUIPO, IPEC and High Court
- Domain name registration and disputes

WORK

- Advising an international furniture design and homeware brand on their collaboration with the V&A museum in London for the sale of licensed goods as part of one of the museum's exhibitions, in addition to setting up a new digital platform to find emerging designers
- Successfully defending a complaint filed by a competitor at ICANN against a peer-to-peer Bitcoin and Altcoin trading platform for the transfer of a domain name
- Advising an art curator on appropriate IP licensing structure and arrangements, as well as drafting a suite of agreements with business clients and commissioning artists
- Advising a high profile chain of fitness studios on international brand protection strategy and making a large number of trade mark filings in the UK, EU, Australia and other territories. The work also included negotiating co-existence agreements in Spain and the U.S, making appeals to the EUIPO and preparing a strategy to prevent a multi-million dollar U.S company with a similar brand from entering the U.K market

- Advising an employee experience and rewards platform across a range of IP and brand protection matters, including defending trade mark opposition proceedings brought by eBay Inc
- Successfully defending a claim for trade mark infringement and passing off brought by the Soho House group in relation to a client's new restaurant in Soho
- Advising on the intellectual property considerations of a US-based high-end property developer acquiring kitchen designers, Smallbone of Devizes and Mark Wilkinson
- Representing a virtual reality marketing business at the UKIPO in relation to trade mark and passing off opposition proceedings