



LILLY MCGUIRE

TRADE MARK ATTORNEY
Commercial

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EXTREMELY GOOD AT

- Trade mark registration, oppositions and evidence of use

HIGHLIGHTS

- Member of The Intellectual Property Society of Australia and New Zealand (IPSANZ)
- Registering a Certification trade mark for the Australian Fashion logo on behalf of the Australian Fashion Council. This logo helps consumers to identify Australian fashion brands, which will help to drive demand for Australian fashion both in Australia and overseas
- Noshu Foods Pty Ltd [2020] ATMO 158 – Successful opposition of IP Australia’s decision to reject a trade mark application for the word “Snackles.”
- Managing a large portfolio of trade marks for our clients, including KeepCup, Manning Cartell, Waterco (Swimart), UTS Insearch, Australian Fashion Council, BDCU, Australian Ethical, Australian College of Natural Medicine, and SafetyCulture
- Seeing our client SafetyCulture’s logo displayed on the court at the Australian Open 2022. The trade mark application was initially rejected because the Examiner considered “safety culture” to be a commonly used term. We successfully overcame this objection by submitting evidence of use which demonstrated that our client holds a strong reputation and goodwill in the name

CLAIM TO FAME

Apparently, Toni Pearen (former host of Australia’s Funniest Home Videos) is my third cousin

USELESS NICHE EXPERTISE

Celebrity and pop-culture news, which makes me a great addition to any pub trivia team

FOOD PHOBIA

Runny eggs