

Mark Metzeling



Special Counsel

Commercial, Intellectual Property & Trade

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Areas of expertise

- Intellectual Property
- Trade Mark opposition, revocation & removal actions
- Brand and Technology Licensing
- Intellectual Property protection & enforcement
- Commercial Contracts
- Consumer & Competition Law

Qualifications

- Masters of Intellectual Property Law, University of Melbourne
- Master of Laws, QUT
- Bachelor of Laws, QUT
- Bachelor of Applied Science (Biochemistry), QUT
- Registered Trade Marks Attorney

Memberships

- Member, Queensland Law Society
- Member, Trade Mark Standing Committee of International Association for the Protection of Intellectual Property (AIPPI)
- Member, Commercialisation of Intellectual Property Standing Committee of AIPPI
- Member, Trade Marks Committee of the Association of Intellectual Property Firms
- Member, International Trade Mark Association
- Member, Pharmaceuticals Trade Mark Group

Mark is the highest ranked Qld lawyer for trade mark prosecution and strategy. He is a qualified solicitor and registered Trade Marks attorney, who has a Masters of Intellectual Property Laws, a Master of Laws and a Bachelor of Applied Science (Biochemistry). Mark is an expert in intellectual property strategy, brand protection and securing Trade Mark rights.

He is a highly regarded Trade Mark Lawyer and was ranked as a leading lawyer by the World Trade Mark Review in 2018 and 2019. For the past 3 years, Mark has been appointed to the prestigious AIPPI Trade Marks Standing Committee, and the Standing Committee on Commercialisation of Intellectual Property, due to his well grounded knowledge and experience across all areas of Trade Mark Law. Notably, Mark has also been appointed as an Australian representative on the Trademark Committee of the Association of Intellectual Property Firms.

Mark advises on the searching, availability and registrability of new Trade Marks. Mark is dedicated to securing the registration of Australian, New Zealand and International Trade Mark Applications and has significant experience in policing and enforcing Trade Mark rights, both nationally and internationally.

Mark has been a long-serving member of executive committees, company boards, and small business owner.

"I provide clients with practical advice tailored specifically to meet their commercial needs. I have extensive experience in a wide range of contentious and non-contentious intellectual property law disputes and transactions, especially strategic intellectual property litigation."

Significant matters

North West Commercial Industries (Qld) – Advised and acted for North West Commercial Industries (Qld) on the negotiation of a significant software agreement with an Indian company and successful enabled them to terminate this agreement without adverse repercussions.

Dial Before You Dig (Qld) – Advised on and obtained registration of a certified trade mark for this national referral service, without any objections raised by the ACCC or the Australian Trade Marks Office.

Mark is part of Macpherson Kelley's Intellectual Property team, which has been ranked in The Legal 500 Asia Pacific guide, and is listed as a leading firm by the World Trademark Review 1000.

Publications

Mark has extensive experience in presenting legal seminars, workshops and training on Intellectual Property Law including the following recent publications:

- Co-author of Australian chapter on Genuine Use of Trade Marks, published by Kluwer AIPPI, October 2018
- Australian Chapter of Trademark Practice and Forms 2017 3rd Edition, published by Thomson Reuters
- Panellist at AIPPI World Congress – "Funny, bad taste or out of order? Morality and public order in trademarks", October 2017
- Presenter at North Queensland Law Association Annual Conference – "Branding and Securing Goodwill", May 2017

Awards

- Leading Lawyer – *WTR 1000: Leading Trademark Professionals 2018*
- Leading Lawyer – *WTR 1000: Leading Trademark Professionals 2019*