



Halfords IP

Patent & Trade Mark Attorneys

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FIRM PROFILE

Who we are

Halfords IP was formed in July 2009, bringing together the expertise of two highly-regarded boutique patent and trade mark attorney firms.

Halford & Co., founded in 1979, was regularly recognised as one of Australia's leading specialist firms for the protection and maintenance of intellectual property rights in Australia and overseas.

Macken IP was founded in early 2007 by Philip Macken. Philip is a patent and trade mark attorney and lawyer who, prior to establishing Macken IP, had 15 years experience at the 'big end of town', including 7 years as a founding partner of the patent practice of a major commercial law firm.

What we do

We provide a comprehensive range of patent, trade mark, design and related intellectual property services, including:

- Drafting patent specifications;
- Preparation and filing of patent, trade mark and design applications;
- Prosecution of applications through to grant or registration;
- Opposition proceedings;
- Renewals of patent, trade mark and design registrations;
- Availability and infringement/freedom to operate searches and advice;
- Watching services;
- Recordal of assignments or other interests;
- Advice on intellectual property strategy and a wide range of patent, trade mark and design issues, including IP Audits and portfolio management;
- IP due diligence and advice;
- Advice on appointment of litigation teams and providing litigation support for asserting and defending intellectual property rights.

We are registered to act before the intellectual property offices of Australia and New Zealand and, for foreign matters, we maintain a strong network of trusted foreign associates.

We boast a highly experienced, proficient and communicative staff, with expertise in a broad range of technology, and experience working with clients of all sizes and capabilities – from sole inventors and start-ups, small to medium enterprises, through to major Australian and international corporations. We understand the importance of each client's business and the time and cost pressures our clients are under, and so aim at all times to be practical and focussed in our approach to provide services of real value.

Our commitment

We are committed to working closely with our clients to ensure that the service we deliver is both relevant and cost-effective.

PARTNERS

Geoff Davidson BE, Regd Patent & Trade Mark Attorney

Specialities: Mechanical and chemical patents, medical and mineral processing technologies, trade marks.

Geoff graduated from the University of Newcastle with a Bachelor of Engineering (Chemical Engineering) in 1986. After a short time at the Australian Patent Office, he moved to the Sydney firm Arthur S. Cave & Co., working primarily in the field of chemical/pharmaceutical patents. He joined Halford & Co. in 1989 and joined Graham Halford in partnership of the firm in 1998. Geoff maintains a varied practice of mechanical, medical and chemical patent work, designs and trade marks.

Geoff is registered to practice in both Australia and New Zealand.

Keith Borg BSc (Eng), Regd Patent & Trade Mark Attorney

Specialities: Mechanical patents, designs, trade marks and related copyright issues.

Keith obtained a Bachelor of Science (Engineering) in mechanical engineering from the University of New South Wales and was a cadet engineer with NSW Railways. He first entered the patent attorney profession in 1982, and became a partner of Halford & Co in 2002. Keith practices in a variety of technology areas including lighting products, shaving systems, mining equipment, water heating systems, consumer appliances, heat exchangers, valves, packaging and packaging systems.

Keith is registered to practice in both Australia and New Zealand.

Philip Macken BSc LLB, Regd Patent & Trade Mark Attorney, Lawyer

Specialities: Trade marks, designs, patents (mechanical), infringement and registrability advice, IP due diligence

Philip graduated from the University of New South Wales with a combined Science/Law degree in 1985. He has been a Fellow of the Institute of Patent and Trade Mark Attorneys since 1994.

Philip has practised exclusively in the field of intellectual property for over 20 years. Before joining Halfords IP, Philip had run his own successful patent attorney firm and, prior to that, had been a founding partner of a patent attorney practice within one of Australia's leading commercial law firms.

Philip's practice includes the creation and management of trade mark, patent and design rights on behalf of clients – both in Australia and overseas. Philip manages the international trade mark, patent and design portfolios of a number of multi-national companies.

His advice is regularly sought in relation to intellectual property infringement issues and IP commercialisation matters. Philip also has extensive experience in conducting IP due diligence exercises relating to, for example, business acquisitions and IPO's.

PROFESSIONAL STAFF**PATENT AND TRADE MARK ATTORNEYS**

Dr Adrian Richards BSc MSc PhD MIPLaw, Regd Patent & Trade Mark Attorney

Specialties: Electrical/electronic, biomedical, physics and general patents

Adrian graduated with a Bachelor of Science degree (physics) in 1984 and a Masters degree in 1989, the latter while working at the Commonwealth Scientific & Industrial Research Organisation (CSIRO). He obtained a PhD in the United Kingdom in 1993, working on magnetic and immunological methods for separating stem cells and lymphocytes from bone marrow and blood, in collaboration with a premier North American haematology and oncology research laboratory. This work resulted in a commercially exploited cell separation technique and grant of a US patent. At the completion of that work he went to the National Measurement Laboratory and CSIRO Australia to work for ten years in medical and industrial applications of ultrasound. During that time he chaired the Standards Australia working group on medical ultrasonics.

During his career as an R&D scientist/engineer he has collaborated with government laboratories, heavy industry, universities, hospitals and small to large companies in Australia, Europe and North America in a diverse range of disciplines from electrical/electronic & mechanical engineering, physics, optics/photonics, computer programming and interfacing, bio-medical technology, haematology, immunology and laboratory pathology devices and techniques, mineral separation and assay techniques to the more obscure fields of cryogenics (superconducting magnets) and cryo-preservation (blood and bone marrow). Multiple international collaborations, scholarships and grants have helped to fuel the journeys to all these interesting places.

Adrian completed the Masters of Intellectual Property Law course and was registered as a patent and trade mark attorney in 2007. He joined Halford & Co in 2006.

Adrian is registered to practice in Australia and New Zealand.

Jessica Lee BAsC (Eng Sci) MEng (Biomed), Regd Patent & Trade Mark Attorney

Jessica holds a Bachelor of Applied Science (Eng. Sci.) from the University of Toronto, where she completed a thesis in image watermarking. She also received a Master of Engineering (Biomed) from McGill University in Montreal, and her research included the application of the ocular control in primates to robotic vision. Jessica's post-graduate industry experience includes the development and clinical trials of a bio-impedance based breast cancer screening technology.

Since joining the Australian patent profession in 2006, Jessica has completed the Master of Intellectual Property course at University of Technology, Sydney, and is now a registered Patent and Trade Mark Attorney. Jessica joined Halford & Co in 2009. She has experience assisting in searching, preparing, and the prosecution of Australian and overseas patent and designs applications, and also has interest in trade marks. Jessica practices in a wide array of fields. Examples include electrical/mechanical engineering, medical device technology, information technology, business methods, and gaming technology.

Jessica is registered to practice in Australia and New Zealand.

LAWYERS

Catherine Chant LLB, Lawyer

Specialties: Trade marks, copyright, Australian Consumer Law (ACL) and dispute resolution

Catherine graduated with a Bachelor of Laws from the University of Technology, Sydney and is admitted to the Supreme Court of NSW and the High Court of Australia. She is currently studying for an LLM (Applied Law), majoring in Commercial Litigation.

Catherine joined the Halfords IP trade marks team in 2016. She is a senior branding lawyer practising in all aspects of brand name management, protection and enforcement and advising on other intellectual property ("IP") matters, including copyright, designs, confidential information and the management and resolution of disputes in these areas.

She also has extensive experience advising on ACL issues and disputes, particularly in relation to advertising claims, and provides training to clients on compliance with the ACL. Catherine has worked with FMCG companies and other local and international organisations, small businesses, and individuals in maintaining and protecting their IP portfolios in Australia and throughout the world. She has extensive legal referral networks throughout Asia, Europe and the Americas.

In addition to working for many years in private practice in Sydney, Catherine has completed an internship with a specialist IP law firm in the United States and worked in-house in a compliance role.