

ELLIS | TERRY

Applied IP Law

Firm Profile

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Intellectual Property Is Our Business

ELLIS TERRY is a full service intellectual property law firm operating in New Zealand and Australia. We have offices in Auckland and Wellington.

Established to serve a local and international client base, but with a strong New Zealand client focus, we provide advice and expertise in all aspects of the field of intellectual property. We are flexible and can work to suit you. Our charges are based on the value we add. We do not charge for minor incidental matters that do not materially increase the effort required.

We do more than just protect ideas, creativity and brands. We put the legal issues into their proper commercial context so that intellectual property can be managed just like any other business issue. We think outside the box to help develop successful commercial strategies and help effect these through our network of funders, advisors and businesses.

The firm offers legal assistance to innovative entrepreneurs and corporations in a range of occupations. Creators of artistic works, inventors and designers from specialist fields as diverse as mechanical, electrical and computer engineering, biotechnology, and applied chemistry have sought our guidance and recommendations.

John Terry

BE(Elec) LLB
Lawyer
Patent Attorney (New Zealand & Australia)

Principal, Terry IP



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Specialist Areas

Patents, designs, copyright, confidential information and commercialisation

Technologies

Communications, electronics, mechanical and software

Expertise

- IP strategy development and implementation
- Commercialisation of IP
- IP management and education
- Due diligence
- Drafting and prosecuting patents and designs
- Contentious IP proceedings

Experience

Over the last 20 years John has worked for major New Zealand and UK patent attorney firms, and for over the last 10 of those years as a Wellington based partner in one of the larger national firms.

John's specialist field is patents, and he heads the firm's patents team. He has particular expertise in communications technology, electronics, mechanical and software.

John's expertise is internationally recognised, having advised a wide range of major international corporations as to protection and enforcement of their IP in New Zealand including in contentious proceedings. John has, for a number of years now, drafted patents for various US based multinationals while based in Wellington.

As well as providing general patent attorney services, John has provided consultancy services to a wide range of New Zealand high net worth individuals and venture capitalists and foreign entities and investors to develop their IP strategies and implement them. This work has involved John advising on the conduct of IP audits and due diligence, and undertaking general peer review work.

John is commercially focused and has been successful in assisting companies to commercialise their technology. Clients value John's pragmatic commercial approach.

Jonty Ellis

Patent Attorney (New Zealand and Australia)

Partner, Ellis Partners



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Specialist Areas

Brands and related Copyright and Domain Names

Expertise

- Brand Creation, Clearance, Protection and Enforcement
- Portfolio Management
- Branding Strategies and Architecture
- Domain Name acquisition and maintenance

Experience

Jonty was a partner in a leading national intellectual property firm for over 38 years, holding the position of Chairman of Partners for 10 of those. He has also spent several years practising in London and, more recently, Sydney.

During his career Jonty has taken an active role in the profession in New Zealand, and is a past president of the New Zealand Institute of Patent Attorneys.

Jonty's specialist field is trade marks, including the related areas of Passing Off and Fair Trading. He also advises on copyright and domain names. He is well known and sought after for his expertise and advice on branding strategy including brand creation, clearance, protection and enforcement.

During his career Jonty has been intimately involved in some of New Zealand's landmark intellectual property litigation, including the Champagne Case (CIVC v Wineworth), and managed the successful acquisition from an American cyber squatter of the newzealand.com internet domain.

Jonty has advised on and managed some of the most significant trade mark portfolios held in New Zealand and Australia, bringing a highly focussed, commercial and innovative approach to bear which clients truly value.

Jonty is a founding partner in the firm.

Emily Ellis

BA LLB
Lawyer

Patent Attorney (New Zealand & Australia)

Partner, Ellis Partners



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Specialist Areas

Brands, Copyright

Expertise

- Brand Clearance and protection
- Brand Enforcement
- Infringement Advice
- Portfolio Management
- Branding Strategies and Architecture
- Fair Trading Act and Passing Off issues
- Domain Name acquisition and maintenance
- Advice on the IP aspects of distribution and licence agreements

Experience

Emily worked in London in the IP department of Linklaters and then for the trade mark firm Grant Spencer Caisley & Porteous LLP (GSCP).

She was involved in advising on the availability of brands, the filing and prosecution of trade mark applications, trade mark oppositions, and their resolution.

After a stint back in New Zealand working for Baldwins in Auckland Emily returned to Europe and spent a year with the Paris based IP law firm Cabinet Hirsch, where she continued working in the trade mark field, including advising in relation to French national registrations, Community Trade Marks and International (Madrid) registrations. After this year in Paris she moved to London and again worked for GSCP.

Following on from her time in Europe in 2001 Emily moved back to Baldwins in Auckland, where she stayed until joining this firm in 2007.

Emily provides general trade mark and branding advice to a wide range of local and foreign clients from a variety of industries including food and beverage, manufacturing, technology, education and entertainment, insurance and accounting, farming, clothing and textiles. She works closely with her clients to first understand their businesses and then find a solution to their branding issues which best suits their requirements. She is involved in brand strategy, portfolio management, and a variety of both contentious and non-contentious brand issues.

Oliver Dickie

BSc(Hons) (Physics) MS LLB
Lawyer

Patent Attorney (New Zealand & Australia)

Senior Associate, Terry IP



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Specialisation

Patents, designs

Technologies

Electronics, software, optics, mechanics

Expertise

- Drafting and prosecuting patents and designs
- Patent searching
- Contentious patent matters

Experience

Oliver advises local and foreign clients regarding patent and design protection, searching, risk assessment and risk management. He also has an interest in copyright law.

Oliver drafts patent specifications and prosecutes patent applications for a range of local and international clients, including a number of large international corporations.

In addition to his general patent work, Oliver has been involved with over 30 patent oppositions in New Zealand including several that have proceeded to hearings and appeals to the High Court. He has managed opposition programs for major clients including one program of over 20 patent oppositions. Oliver also has experience in intellectual property litigation.

Oliver has technical expertise in the fields of physics, electronics, software, optics, nanotechnology, semiconductor physics and mechanics. His technical background includes research in semiconductor physics and optical instrumentation at the University of Canterbury and Cornell University, USA.

Guy Tucker

B Eng (Hons)(Elec)
Registered Patent Attorney
(New Zealand, Australia and UK)
Chartered Patent Attorney (UK)

Patent Attorney, Terry IP



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Specialisation

Patents and designs

Technologies

Software implemented inventions, semiconductors, electronics, and mechanical

Expertise

- IP strategies
- Drafting and prosecuting patents and designs
- Infringement advise
- Prior art searches

Experience

After graduating from Plymouth University, U.K. in 1994 with a first class Honours Degree in Electronic Engineering, Guy spent five years as a customer support and development engineer for a semiconductor equipment manufacturer. In 1999 he joined the UK Patent Office as an Associate Patent Examiner within the Electrical Division, following which he joined a London patent attorney firm in 2000 to train as a UK and European Patent Attorney. He has worked in various technological areas such as nanotechnology, telecoms, software and networks.

Guy has completed the European Patent Attorney exams and is also a registered patent attorney in New Zealand, Australia and the UK. He is also a fellow of the Chartered Institute of Patent Attorneys (CIPA).

Simon Gapes

BA, LLB
Lawyer

Trade Marks Adviser, Ellis Partners



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Specialist Areas

Trade Marks

Expertise

- Trade Mark searching
- Drafting and prosecuting trade mark applications
- Intellectual property portfolio management
- Due diligence
- Internet and Domain Name issues

Experience

Simon studied at Victoria University of Wellington, where he gained a Bachelor of Laws and a Bachelor of Arts, majoring in history. After finishing his university studies Simon completed the Legal Professionals course and was admitted to the Bar in December 2005.

Simon joined Ellis Terry in August 2008. His primary focus is the area of trade marks. Prior to joining the firm, Simon was employed with the Intellectual Property Office of New Zealand for several years, where he was a senior member of the trade marks team.