



Georgina Rigg

Senior Associate

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OVERVIEW

Georgina Rigg is an associate in the firm's London office. She splits her practice into three core areas, namely, 1) intellectual property and commercial law, including advertising, 2) EU regulatory law with a particular focus on product compliance, and 3) competition and antitrust, where the team's unique experience in selective distribution allows her to draw on knowledge taken from each of her core areas of practice.

PROFESSIONAL BACKGROUND

Georgina gained experience in the intellectual property department, competition and antitrust team, and the trade regulation group during her first year with K&L Gates. Also during her training contract, Georgina gained experience in the corporate team, the Asset and Corporate Finance group, and the white collar and investigations team.

Prior to joining the firm, Georgina was a paralegal at a paralegal agency whilst she studied the LPC. In addition, she was a legal intern at a listed British beverage company and worked for over a year as a marketing and advertising executive in Soho. In 2016, she attended the vacation scheme in the firm's London office.

ACHIEVEMENTS

- Recognised by *The Legal 500 United Kingdom* edition as a Rising Star for Commercial contracts in London, 2024
- Recognised by *The Legal 500 United Kingdom* edition as a Recommend Lawyer for Intellectual property: trade marks, copyright and design, Environment, and EU and competition in London, 2024

EDUCATION

- Legal Practice Course, BPP Law School, 2016 (*with distinction*)
- Graduate Diploma in Law, BPP Law School, 2015 (*with distinction*)
- B.A., University College London, 2014 (2:1)

ADMISSIONS

- Solicitor of the Senior Courts of England and Wales
- Solicitor, Brussels Bar (Dutch section, EU list)

THOUGHT LEADERSHIP *POWERED BY HUB*

- 5 March, 7 March, and 12 March 2024, EU and UK Regulatory Webinar Series
- 9 January 2024, The Battle of the Bulls: NBA Fail to Invalidate Pizza Texas Bulls Trade Mark Similar to the Chicago Bulls Logo in the United Kingdom
- 22 November 2023, Black Friday, Cyber Monday, Flash Sale...? Make Sure You Know the Rules
- 2 August 2023, Goodbye to the UKCA Mark. Lifespan of the EU's CE Mark Extended Indefinitely by the UK Government
- 1 August 2023, It's the Final Countdown...or is It?: CMA Issues Decision on Online Pressure-Selling Tactics
- 14 March 2023, Why CMA, What Large Teeth You (Could) Have! Take Care to Heed the ASA and CMA's Warnings Against Misleading Advertising
- 21 December 2022, The 'Standard' of Use Evidence in the EU – Advertising and Promotion Can be Enough to Show Genuine Use of a Service Without That Service Actually Crossing the Pond
- 23 November 2022, Ensure Your Discount Communications are Compliant Before You Hop on the Sales Season Omnibus!
- 16 August 2022, Just Seen to be Green? CMA Launches Investigation Into Three Fashion Companies
- 21 July 2022, Lovely Jubbly? Fictional Characters are Capable of Copyright Protection in the UK
- 7 July 2022, The NFT Collection: The Rise of NFTs – Copyright Strikes Back? (Part 3)
- 30 June 2022, The NFT Collection: A Brave NFT World – A Regulatory Review of NFT's (Part 2)
- 22 June 2022, The NFT Collection: NFT Basics and Opportunities (Part 1)
- 7 February 2022, Name and Shame On Instagram – The ASA's New Tactic For Non-Compliant Influencers
- 2 November 2021, Should Copyright Exceptions Apply to AI Mined Data? And Other Questions Raised Under the UKIPO Consultation on Artificial Intelligence and Copyright and Patents
- 21 October 2021, Cosmetic Blunder – All UK Instagram Content Must Make Clear On the Face of it that It's an Ad, Including Reels and Stories
- 7 October 2021, Optimising Your D2C E-Commerce Fashion Operation – Top 10 Tips
- 30 April 2021, Could You Be Using Your Trade Marks to Stop Unauthorised Resellers in the EU?

- 18 February 2021, Advertising in the Time of Coronavirus
- 23 November 2020, Not Such a Friendly Decision for Hugz: A New Development in Passing Off that Could Help Combat Fashion Copy-Cats
- 5 November 2020, UK Advertising Regulator Makes First Ever Ruling on Disclosures Required for Commercial Marketing via a TikTok Video
- 30 September 2020, Deep Fakes, Inventorship and Ethics – WIPO Revised Issues Paper on Artificial Intelligence
- 30 May 2020, Protection of Store Layout Under Copyright Law: The KIKO Case
- 3 February 2020, Cofemel’s First UK Outing – The Woolly World of Copyright and Designs
- 7 January 2020, More than financial – blockchain’s potential in the healthcare and life sciences industries
- 18 November 2019, Lucky number 7: IPEC Small Tracks Claims Can be Issued in 7 New Locations and Are No Longer Tied to London
- 13 November 2019, To 3D, or not to 3D, that is the question: Another twist in the Rubik’s Cube and its EU trade mark protection
- 29 October 2019, Music to our ears: some clarity on joint authorship of copyright
- 2 May 2018, EU Selective Distribution Update: Recent Developments Regarding Marketplace Bans and The Requirement for a Physical Point of Sale
- Spring 2018, EU and UK Sanctions and Export Controls Update
- 17 April 2018, CJEU provides some clarity on when a design is ‘solely dictated by its technical function’
- 12 March 2018, CMA’s renewed interest in trade associations

NEWS & EVENTS

- 4 October 2023, K&L Gates Practices, Lawyers Recognized in *The Legal 500 UK* 2024 Edition
- 27 May 2021, K&L Gates Advises Dianomi PLC on AIM Admission and Fundraising

AREAS OF FOCUS

- IP Procurement and Portfolio Management
- Antitrust, Competition, and Trade Regulation
- Technology Transactions and Sourcing
- European Regulatory
- IP Litigation

INDUSTRIES

- Consumer Products
- Luxury Products and Fashion

EMERGING ISSUES

- Social Media Law

REPRESENTATIVE EXPERIENCE

- Advising an innovative U.S. clothing services company with their launch into the UK market, including providing advice on commercial and consumer law relevant to their industry and drafting various contracts and online terms and conditions.
- Advising numerous international fashion and retail companies and luxury brands, including luxury British, Italian, American, and Australian fashion and accessories labels, on brand and design protection, enforcement, litigation, licensing, and intellectual property (IP) strategy.
- Providing advertising and regulatory advice to an internationally renowned luxury company on the launch of a new innovative product and providing guidance on the intersection between medicines and food supplements. Reviewing product advertising and website copy and labeling and ensuring compliance with advertising law.
- Advising an international food company on its intellectual property license agreement to franchisees in several jurisdictions.
- Advising a technology company in relation to its software-as-a-service agreements and drafting new versions using a shorter, more user-friendly style.
- Advising one of the largest technology and logistics companies in the world and providing ongoing contract and negotiation support relating to third-party logistics and warehousing contracts.
- Advising a global manufacturing company on the renegotiation of a billion-dollar supply agreement with compliance competition issues.
- Advising a U.S. manufacturing company on its negotiations regarding a Ministry of Defence subcontract for the provision of military equipment.
- Represented a chemical manufacturer in its appeal of a decision in relation to the animal testing before the European Chemicals Agency required under REACH for benzaldehyde.
- Representing a consumer electronics company during an investigation by two authorities into a potential breach of EU law, communication with the authorities, and advising on the future actions that the company can take to ensure compliance.

- Acting for a manufacturing company in assessing the impact of the Waste Framework Directive and drafting a piece of advice in relation to its notification obligations in addition to discussing potential forms of challenging the legality of the measure.
- Acting for a manufacturing company in assessing the registered uses of certain substances of very high concern (SVHCs) contained within the machinery and compliance with the applicable law, including communication obligations within the supply chain.
- Advising a medical equipment company in relation to its supply and import of personal protective equipment (PPE) and other medical devices to the United Kingdom during the initial stages of the lockdown in the United Kingdom, including a review of the amendments to law in relation to PPE and the import requirements of supplying the equipment.
- Representing a Thai manufacturing company before the European Intellectual Property Office in relation to multiple trade mark actions, including a revocation action, two invalidity actions and an appeal to an opposition.
- Advising a global cosmetics company on various intellectual property matters, including in relation to a high-profile co-existence agreement and an agreement for the development of a mobile application using high-value brand assets.
- Providing an international cosmetics company with advice on product claims and advertising issues, including influencer marketing, "known for" claims, vegan claims, and the complex issues surrounding borderline products between the medicinal and cosmetic categories.
- Developing and managing a luxury robotics company's selective distribution system across the European Union and using intelligent intellectual property tools to help enforce the system in multiple jurisdictions.