



Arthur Artinian

Partner

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OVERVIEW

Arthur Artinian is a partner in the firm's London office and a member of the global IP Procurement, IP Litigation, and Technology Transactions practice groups.

Arthur is an internationally recognised intellectual property lawyer, and advises on complex cross-border intellectual property counselling, prosecution, litigation, enforcement, and transactional matters. He has been fortunate to work with many iconic brands on their strategic projects across multiple jurisdictions. Clients rely on his experience in contentious and non-contentious trade mark, copyright, design, e-commerce, advertising, licensing, commercial, distribution, and data privacy matters, and his team manage a number of significant IP portfolios.

Arthur works with clients on global brand and design protection, clearance, enforcement and anti-counterfeiting strategies; product launches, marketing initiatives and promotions; sponsorship, franchising, distribution and licensing projects; and internet, new media, data privacy and consumer law matters. He is qualified in the UK, Ireland, Belgium, and Australia, and has worked in multiple jurisdictions in Europe, Asia Pacific and the U.S.

Arthur has acted for a diverse range of international clients in the consumer electronics, retail, food and beverage, fashion, luxury goods, media, technology, publishing, financial services, energy, sports, travel, and hotels and leisure sectors.

Arthur has worked closely with the creative industries throughout his career. He advises a number of iconic fashion houses, design, publishing, art and architecture firms, including houses of a leading global luxury group, on worldwide IP strategy, brand and design enforcement, licensing, marketing, and collaboration projects. His clients include leading names from the UK, Italy, France, Spain, the U.S., Asia, and Australia.

Arthur represents a range of clients in contentious IP matters in the UK, Europe, and internationally. His experience includes a combination of domestic, regional, and global litigation, enforcement and arbitration matters, and he is often called upon to lead representation in cross-border and multi-jurisdictional disputes. Arthur has acted as lead and co-counsel in trade mark, design, copyright, patent, passing off and unfair competition proceedings before the UKIPO and EUIPO, the UK High Court, the UK Intellectual Property Enterprise Court, the EU General Court, the Court of Justice of the European Union, and in proceedings involving courts, administrative bodies, and IP offices in Continental Europe, the U.S., Middle East, South America, China, Japan, and Australia.

Arthur has particular experience in the field of international sponsorship and has acted for sponsors, stakeholders, and major event organisers. He advised the London Organising Committee for the Olympic and Paralympic Games and the International Olympic Committee on the IP, sponsorship, advertising, and consumer law aspects of the London 2012 Games. He is acknowledged for his experience in major event-related IP and marketing issues including with respect to the Olympic Games and World Cup, and advises on a range of sponsorship, marketing, and rights deals involving valuable marketing properties.

Arthur is recognised as a leading lawyer in numerous publications and awards, including *Chambers*, *Legal 500*, *World Trade Mark Review*, *World IP Review Leaders*, *Who's Who Legal*, and *Client Choice*. He is an active member of the International Trade Mark Association, Marques, AIPPI, and other international IP organisations. He is a member of the Marques Council and sits on the Marques Brands and Marketing Committee. He is an active member of the International Trademark Association (INTA) and sits on the INTA Designs Committee. He is also a member of the Council of AIPPI UK and a member of the AIPPI Designs Committee. Arthur serves on the editorial and advisory boards of *Intellectual Property Magazine* and *The Trademark Lawyer*.

Legal 500 2020 says: "The '*pragmatic, creative and business-oriented*' intellectual property practice at K&L Gates LLP is strong across a range of brand management, copyright, design and trade mark matters and is regularly instructed by a range of high-profile clients. '*Outstanding lawyer*' Arthur Artinian heads up the practice and has particular expertise in the fashion, luxury goods, design, architecture, consumer electronics, food and beverage industries. '*Arthur Artinian and his team are outstanding lawyers, all with high levels of expertise and outstanding case management skills.*' '*K&L Gates are definitely one of the top 'go-to' firms for IP expertise*'.

Legal 500 2019 says: "K&L Gates is regularly called on to advise on cross-border IP and brand management matters; the '*outstanding*' team is '*extremely pragmatic, swift and have great sense for what a deal needs*'. The practice is particularly known for advising international clients in the fashion, design and technology sectors. Arthur Artinian '*understands problems swiftly and thoroughly, reacts and acts expeditiously and on point*'.

Legal 500 2017 says: "K&L Gates is singled out for its '*well-reasoned and comprehensive advice*'. The team is particularly strong in handling cross-border brand and technology transactions, trade mark protection and enforcement. Practice head Arthur Artinian ('a top-quality adviser with great business awareness') advised Belkin International on global IP management and enforcement actions covering a portfolio of more than 2000 trade marks and designs, and represented TripAdvisor in a dispute relating to its logo together with a number of trade mark infringement and opposition actions. He also acts for a number of fashion and luxury goods clients on design infringement and anti-counterfeiting issues."

Legal 500 2016 says "The '*supremely responsive and helpful*' Arthur Artinian heads the '*excellent*' IP department at K&L Gates LLP and advised General Mills on the \$765m sale of its Green Giant brand. Artinian also assists Belkin International with the management of its global portfolio of over 2,000 brands and designs."

Arthur is recognised by World Trademark Review (WTMR), The World's Leading Trademark Professionals as a recommended expert.

The WTMR 1000 Guide 2020 says: Arthur Artinian of K&L Gates is "a well-rounded IP lawyer with vast contentious and non-contentious experience, gained all over the world". "People rave about his efficient and clear

advice.” For technology-rich and architectural matters of all hues, there are few more globally minded or better connected.

The WTMR 1000 Guide 2019 says: *“Arthur Artinian is a rising star of the international IP community. He understands the business of brands, is well versed in technology and social media issues, bills in a fair and equitable way and has outstanding international experience. “You cannot find fault in his work – he delivers flawless results at all times and in accordance with clients’ fast-paced requirements.” Using K&L Gates’s London office as a base, he designs and implements global solutions to brand-related problems of all stripes.”*

The WTMR 1000 Guide 2018 says: *“Arthur Artinian is quick, sharp and gives excellent commercial advice without digressing into extensive theoretical explanations. His service is impeccable – he is always one step ahead of the game and is incredibly efficient.” He impressively leverages the global platform of K&L Gates to guide clients such as Belkin International, TripAdvisor and Tateossian on the worldwide protection and management of their IP rights. If a client gets caught up in an infringement tussle, he has the enforcement expertise to take care of the situation.”*

The WTMR 1000 Guide 2017 says: *“He is totally reliable and always comes through with a stellar performance,” say foreign associates. In-house counsel agree that he is a cut above others: “He’s so responsive and he’s sensitive to how and where you want to spend money and is always upfront and reasonable about the issue of fees. His advice is creative, sensible and practical, and he does well at managing large and unwieldy portfolios.”*

Arthur has been listed as a leading practitioner in World IP Review Leaders Guide since 2015. World IP Review Leaders 2018 says: *“Arthur provides a truly global, pragmatic and commercial approach to his practice. He boasts terrific practical experience.”*

PROFESSIONAL BACKGROUND

Prior to joining the firm in 2015, Arthur was a senior associate in the London office of an international law firm and an associate in the Sydney office of a leading Australian law firm. In 2008, he was seconded to a leading airline, where he supported the IP and marketing teams on a range of projects, including the re-launch of the airline’s loyalty programme. Prior to qualifying as a lawyer, Arthur gained valuable experience in marketing, communications and public relations roles in retail and consumer goods companies in Australia, Japan and the U.S., and as part of his university studies, completed an internship at the United Nations in New York.

PROFESSIONAL / CIVIC ACTIVITIES

- International Trade Mark Association
- AIPPI
- Marques
- British Artistic and Literary Copyright Association
- Anti-Counterfeiting Group

SPEAKING ENGAGEMENTS

Arthur regularly presents at events and conferences on IP, advertising and consumer law and delivers client training in these areas.

EDUCATION

- B.A., University of Technology, 2004
- LL.B., University of Technology, Sydney, 2004
- LL.M., University of Technology, Sydney, 2008

ADMISSIONS

- Bar of Brussels
- High Court of Australia
- Solicitor of the Senior Courts of England and Wales
- Solicitor, Ireland
- Supreme Court of New South Wales

LANGUAGES

- Armenian

THOUGHT LEADERSHIP POWERED BY HUB

- 18 February 2021, Advertising in the Time of Coronavirus (*BlogPost*)
- 5 November 2020, UK Advertising Regulator Makes First Ever Ruling on Disclosures Required for Commercial Marketing via a TikTok Video (*BlogPost*)
- 16 October 2020, Fashion Law Update - October 2020 Edition (*Alerts/Updates*)
- 12 June 2020, Copyright Protection for Brompton's Folding Bicycle? CJEU Gives Green Light to the Possibility Across Europe (*BlogPost*)
- 29 April 2020, After the CJEU's Decision Now There is a Final High Court Judgment in the Sky v SkyKick Case (*BlogPost*)
- 31 March 2020, COVID-19: UKIPO Declares "Interrupted Days" to Extend Deadlines (*BlogPost*)
- 17 March 2020, COVID-19: EUIPO Extends All Office Deadlines; CJEU Restricts Operations But Time Limits Unchanged (*BlogPost*)

- 18 November 2019, Lucky number 7: IPEC Small Tracks Claims Can be Issued in 7 New Locations and Are No Longer Tied to London (*BlogPost*)
- 2 September 2019, Brexit Update (*Alerts/Updates*)
- 19 June 2019, New Versions of Iconic Designs – Can they be Protected under EU Design Law? (*BlogPost*)
- 13 February 2019, Court Confirms Additional Tools for Trade Mark Owners to Protect their Brand Where They Operate a Selective Distribution System in the EU (*Alerts/Updates*)
- 1 October 2018, A No Deal Brexit – how will trade marks and designs look? (*BlogPost*)
- 7 December 2017, When recording also means communication to the public – interaction between copyright and cloud-based video recording services (*BlogPost*)
- 18 July 2016, Brexit: Data Protection (*Alerts/Updates*)
- 6 May 2016, "Brexit Bites": Intellectual Property Rights (*Alerts/Updates*)
- 29 April 2016, "Brexit Bites": Intellectual Property (*Alerts/Updates*)
- 12 February 2016, Are You Ready to Implement the New EU Rules on Alternative Dispute Resolution? (*Alerts/Updates*)
- 9 July 2015, International Trade Mark Licensing - Taking your Brand Global (*Webinar*)
- 11 June 2015, EU Trade Mark Law Reform - Revised Drafts Released (*Alerts/Updates*)
- May 2015, Trademarks and Unfair Competition Bulletin
- 20 May 2015, UK Employment Webinar Series 2015 - May (*Webinar*)

OTHER PUBLICATIONS

Arthur has published on a range of IP and advertising and marketing issues, including in *World Trade Mark Law Report*, *Intellectual Property Magazine* and *Managing IP*. He has also published in a range of marketing and sports industry publications and is a regular contributor to the highly regarded K&L Gates IP Blog. Notable publications include:

- "The Business and Law of Fashion and Retail," *International Issues*, *Carolina Academic Press*, August 2020
- "EUROPEAN UNION: Brompton Bicycle—Rolling Toward Copyright Protection," *International Trademark Association*, 22 July 2020
- "Court Confirms Additional Tools for Trade Mark Owners to Protect their Brand Where They Operate a Selective Distribution System in the EU," February 2019
- "Brexit: What are the Consequences for Us?," *Ragtrader*, 5 September 2016
- "Brexit Blowout," *Ragtrader*, September 2016

- “Reach for the Crisis Plan,” *Strategic Risk*, June 2015
- “The Year of Living Dangerously,” *Strategic Risk*, June 2015
- “Groundless threats of IP infringement: UK v Australia,” *IP Magazine*, April 2015
- “Dodging the ambush: a year of major events ahead,” *IP Magazine*, January 2014
- “Fashion Law: A Guide for Designers, Fashion Executives and Attorneys,” Bloomsbury, 2014 (2nd Edition)
- “ICO guidance for businesses involved in direct marketing,” *E-commerce Law and Policy*, October 2013
- “Advertising and promotions on Facebook: changes for business,” *Managing IP*, September 2013
- “Get your head in the Games,” *IP Magazine*, June 2012
- “Copyright: Is a working committee on fair use better than the permitted uses and exceptions to copyright protection under UK law?,” AIPPI, May 2012
- “The Legal challenges behind the tablet revolution,” *E-commerce Law and Policy*, March 2011

NEWS & EVENTS

- 17 February 2021, K&L Gates, Lawyers Named as IP and Trademark Leaders in 2021 *World Trademark Review 1000* Rankings (*Rankings & Recognitions, Practice & Regional News*)
- 29 June 2020, K&L Gates, Lawyers Ranked as Trademark and Patent ‘IP Stars’ by *Managing IP Magazine* (*Rankings & Recognitions*)
- 18 June 2020, *Financial Times*: EU chides China and others for IP breaches — again (*Media Mention*)
- 18 February 2020, K&L Gates, Lawyers Named as IP and Trademark Leaders in 2020 *World Trademark Review 1000* Rankings (*Rankings & Recognitions*)
- 30 October 2019, K&L Gates Advises on New COVERGIRL Deal with Actress Lili Reinhart (*Press Release*)
- 12 February 2019, K&L Gates, Lawyers Recognized as IP and Trademark Leaders in 2019 *World Trademark Review 1000* Rankings (*Rankings & Recognitions*)
- 5 July 2018, K&L Gates Advises Mölnlycke on Acquisition of German Medical Technology Company SastoMed (*Press Release*)
- 21 September 2015, K&L Gates Expands Tax Practice with London Partner Addition
- 11 May 2015, K&L Gates Bolsters Investment Management Practice with London Partner Addition (*Press Release*)

MEDIA MENTIONS

- Quoted, “What Does a Case Over the Protectability of a Bike Design Have to Do With Fashion?” *The Fashion Law*, 17 June 2020
- Quoted, “EU chides China and others for IP breaches — again,” *Financial Times*, 18 June 2020
- Quoted, “Meme-theft: how legal should engage with social media marketing to handle repost crises,” *World Trademark Review*, 12 December 2019

AREAS OF FOCUS

- IP Procurement and Portfolio Management
- Data Protection, Privacy, and Security
- IP Litigation
- Technology Transactions and Sourcing

INDUSTRIES

- Advertising and Marketing
- Artificial Intelligence and Machine Learning
- Blockchain
- Consumer Products
- Cybersecurity and Privacy
- Luxury Products and Fashion
- Technology

EMERGING ISSUES

- Social Media Law

REPRESENTATIVE EXPERIENCE

- Advising General Mills on numerous international transactions, including the \$765m sale of the global rights to the iconic GREEN GIANT brand and related cross-border licensing, structuring and brand management issues.
- Advising Coty on its \$600m partnership with Kylie Jenner, and other celebrity talent deals for Coty’s consumer, luxury and professional beauty businesses, including endorsement and licensing deals with Kim

Kardashian, Lili Reinhart, Katy Perry and Vera Wang, and complex global branding, collaboration and licensing projects for the Burberry, Prada, Miu Miu, Bottega Veneta, Calvin Klein, Hugo Boss, Marc Jacobs, Lancaster and Davidoff brands.

- Advising Coty on its partnership with Marv Films for the “Kingsman” film franchise, and related international IP clearance, licensing, marketing and enforcement issues
- Advising Nike, Inc. on trade mark, design, trade dress, copyright, passing off, unfair competition, and customs enforcement matters in the EU and UK, including acting for the NIKE, CONVERSE and JORDAN business units in litigation and enforcement at the UK Intellectual Property Enterprise Court, the UK High Court, EUIPO Boards of Appeal, EU General Court and Court of Justice.
- Representing Nike, Inc. on all design matters in the UK, including advising on design strategy for the NIKE, CONVERSE and JORDAN business units, and managing the design portfolio and enforcement programs for the company - one of the largest of its kind.
- Representing GUCCI in global trade mark, design, copyright, passing off, unfair competition and enforcement matters, and advising on a range of clearance, licensing, marketing and collaboration projects, including numerous high profile partnerships and collaborations with celebrities, musicians, artists, designers, film makers, chefs, influencers, museums, and digital partners.
- Advising the architect firms of Renzo Piano, Frank Gehry and Zaha Hadid on global IP strategy, IP structuring and licensing projects.
- Advising Sanrio Global on their highly publicised collaboration with the Spice Girls for the "Little Miss" franchise
- Advising Thomas Pink on the worldwide management of its IP rights, including licensing, brand and design protection, portfolio management, enforcement and commercial projects
- Advising a leading American fashion brand on a multi-year, multi-million dollar sponsorship of the U.S. Olympic Team and the 2021-2028 Olympic Games in Tokyo, Paris and Los Angeles
- Advising on the establishment of IP, technology and data protection laws for the Qatar Free Zone and Qatar Media City, including advising on and drafting complex policies and regulations governing creation, registration, use, exploitation and disputes in the State of Qatar.
- Advising a leading luxury hotel group on product launches and branding strategy, including the global launch of diversified health and wellbeing products.
- Advising numerous international fashion and retail companies and luxury brands, including houses of a global luxury group and numerous British, Italian, French, Spanish, American and Australian fashion and accessories labels, on brand and design protection, enforcement, litigation, licensing and IP strategy.
- Advising Renzo Piano Building Workshop on its IP licensing and protection programs for various international projects including the Whitney Museum of American Art, the Shard, the Academy Museum of Motion Pictures Museum, Centre Pompidou, Centro Botin, the Paris Courthouse and the Pathé Paris Cineplex.

- Advising a leading global software company on its international piracy and licence compliance enforcement programs, including enforcement and litigation in the UK, EU, Middle East, Asia and South America
- Advising on social media and influencer marketing issues for a range of clients, including drafting and negotiating influencer, brand ambassador and endorsement agreements and advising on regulatory, policy and IP issues on platforms such as Instagram, SnapChat and TikTok.
- Advising Mölnlycke Healthcare on global IP, commercial, licensing, marketing and advisory projects, including clearance of new products and disputes with competitors
- Advising Yoplait on global IP licensing and structuring transactions in Europe, Asia, Australia, Middle East and South America
- Advising Belkin International on global brand protection, portfolio management, anti-counterfeiting, enforcement and compliance projects.
- Advising TripAdvisor on its UK and EU IP strategy, brand protection matters and disputes
- Advising Le Creuset on international IP strategy, brand protection matters and disputes
- Advising leading restaurant group Cipriani on IP strategy and disputes
- Advising Luxottica on its UK trade mark and design matters, including enforcement and opposition matters relating to the iconic RAY BAN, OAKLEY, AVIATOR and PERSOL eyewear brands.
- Advising Suntory Beverage Group on product launches, IP clearance and strategy in the UK and EU
- Advising Continental Automotive Group on product launches, IP clearance and strategy in the UK and EU
- Advising Tateossian on the worldwide management of its IP rights, including licensing, brand and design protection and enforcement
- Advising a leading global entertainment company on the establishment and roll-out of its first online store and e-commerce operation across the US, EU, Asia and Australia
- Advising the world's leading e-commerce company on product and service launches in the UK and EU, including consumer, e-commerce, data privacy and compliance matters
- Advising a global publishing house on licensing matters, including drafting and negotiating complex licence, distribution and agency agreements in the UK, EU and Australia
- Advising celebrity chef Bobby Chin on licensing and endorsement projects in the EU, Middle East and Asia
- Advising leading art brokers and galleries on copyright issues in connection with various international exhibitions and programs, and disputes relating to provenance and authenticity issues
- Advising numerous clients in the food and beverage, automotive, aviation, consumer electronics, media and construction industries on their UK and EU IP matters, including managing their UK trade mark and design portfolios, and implementing brand and design protection and enforcement programs.

- Advising a multinational professional services company on the development and implementation of a global data privacy compliance program, including compliance and diligence issues in over 30 countries in preparation for the GDPR.
- Advising a leading electronics company on anti-piracy and enforcement issues in the UK and EU, including with respect to administrative actions, customs seizures and civil litigation.
- Advising on complex rights and IP licensing issues in connection with the development of numerous entertainment attractions, venues and theme parks in the Middle East
- Advising the London Organising Committee of the Olympic and Paralympic Games and the International Olympic Committee on IP, sponsorship, licensing, ambush marketing, anti-counterfeiting, advertising, merchandising, data privacy and new media issues for the London 2012 Olympic and Paralympic Games
- Advising a leading sportswear manufacturer on ambush marketing and sponsorship strategy in connection with the Olympic Games
- Acting for a significant sponsor in one of the largest ever international football sponsorship deals
- Acting in multi-jurisdictional trade mark, copyright and design litigation in the consumer electronics, computer entertainment, luxury goods and energy industries
- Advising one of the world's largest rail operators on IP licensing and R&D arrangements in Russia, the CIS and Baltic states
- Acting in copyright and design infringement proceedings for clients in the fashion industry in relation to copies of original designs, fabric patterns and counterfeit goods
- Advising on tax-driven IP structuring and licensing transactions in the US, Europe and Asia
- Advising on business-critical global trade mark co-existence and settlement arrangements
- Advising a range of clients in the consumer, retail, leisure, food, tourism, fashion, energy and financial services sectors on brand protection and enforcement issues, including oppositions, invalidity and cancellation actions, anti-counterfeiting strategies and litigation
- Advising on emerging issues relating to the regulation of trade mark use through plain packaging, the intersection of IP and antitrust law, and related regulatory issues
- Advising on digital, social media and data issues, including with respect to the enforcement of IP rights on social media sites, notice and take down procedures, development of apps and mobile technologies, and digital risk management
- Advising on a range of regional and international pre-publication and clearance matters and compliance with advertising regulation and consumer protection law
- Representing leading consumer brands in anti-counterfeiting and customs enforcement matters, and trade mark, copyright, design and related proceedings before the UK High Court, Intellectual Property Enterprise

Court, UKIPO, EUIPO Boards of Appeal, EU General Court, the Court of Justice of the European Union and international courts