



# LUKE DALE

## PARTNER



Adelaide



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### QUALIFICATIONS

- Bachelor of Laws (Hons)
- Bachelor of Commerce (Marketing and Management)

### PROFESSIONAL MEMBERSHIPS

- Law Council of Australia
- Law Society of South Australia
- Intellectual Property Society of Australia and New Zealand
- International Trade Mark Association

### KEY EXPERTISE

- Competition & Consumer
- Corporate & Commercial
- Data Security & Privacy
- Intellectual Property & Trade Marks
- Technology, Media & Communications
- Retail & Franchising

### OVERVIEW

Luke practises in the areas of corporate and commercial law, with a particular focus on intellectual property law, technology law and privacy law.

Luke manages intellectual property portfolios for large corporate clients and helps to protect their brands and inventions in Australia and throughout the world in all key markets. He has specific expertise in negotiating and drafting a wide range of commercial documents, including licensing agreements, software access and development agreements, distribution agreements and technology transfers. Luke regularly advises clients on data protection and regulatory issues relating to privacy. Luke also acts on behalf of clients to enforce their intellectual property rights and has extensive experience with online infringement issues.

Luke is recognised in Best Lawyers™ Australia for Commercial Law and Intellectual Property law. He was named "Lawyer of the Year" for Intellectual Property Law in the 2018 edition of Best Lawyers™ Australia. Asia Pacific Legal 500 notes Luke's ability to handle complex intellectual property issues. Doyle's Guide (2019 edition) names Luke as a Pre-eminent Intellectual Property Lawyer and Technology, Media & Telecommunications Lawyer in South Australia. Luke has also been listed in IP Stars Australia as a "Trade mark star" for 2020/21.

Luke is a member of the Intellectual Property Society of Australia and NZ's Trans-Tasman management committee, the Law Council of Australia's Competition & Consumer committee and Intellectual Property Committee, and the Right of Publicity committee of the International Trademark Association. He is also a panel member of the Asian Domain Name Dispute Resolution Centre.

### EXPERIENCE

Luke's experience includes:

- Advising a leading technology company in relation to negotiations with third parties for the acquisition of certain software and intellectual property, including associated licensing arrangements;
- Advising a provider of technology and communication solutions in relation to the launch of new eCommerce websites and the drafting of associated legal documentation;
- Advising an FMCG brand owner in relation to trade mark oppositions and registrations in Australia and multiple overseas territories;
- Advising various private sector and Government clients regarding data protection and privacy law issues;
- Advising a sector-leading brand owner in relation to the acquisition of third party domain names and protection of new brands in key overseas territories;
- IP and IT due diligence in relation to numerous M&A transactions, including major government privatisations; and
- Providing ongoing trade mark and domain name services for major clients across various industries, including trade mark registrations and oppositions, domain name registrations and licensing arrangements.