



JOSEPH ELKS

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OVERVIEW

Joseph accepts briefs in all areas of law, and specialises in intellectual property, commercial disputes, sports law, equity, consumer and trade practices.

Joseph is ranked by *Chambers and Partners* as a leading junior in Intellectual Property in Asia Pacific (2025); has been recognised in Doyle's Guide since 2022, including as a "Leading" junior counsel in intellectual property litigation in New South Wales 2025, and also in Technology, Media & Telecommunications Law in 2025; has been named by *Best Lawyers* as "One to Watch" in 2023, 2024 and 2025 for Intellectual Property and Commercial Law; and is ranked as a "Leading Junior" in IP and TMT by the *Legal 500* in 2024 and 2025.

ADMISSIONS

Australia:

2020	Barrister, New South Wales
2012	Solicitor, Supreme Court of New South Wales and High Court of Australia

United States:

2016	New York State Bar (also eligible to appear in: Southern District of NY, Eastern District of NY, Court of Appeals for Federal Circuit)
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ACADEMIC QUALIFICATIONS

New York University, Master of Laws, IP and Competition Law, 2016

Honours: *Hauser Global Scholar* (full-tuition and living stipend merit-based scholarship)
Frank T. Diersen Prize for graduating first in program

University of Queensland, Bachelor of Laws (*Hons Class I*) and Bachelor of Commerce, 2010

Honours: *Freehills Prize in Law* (student with the highest graduating Law GPA in dual program)
Gilshenan & Luton Prize in Criminal Law
UQ Exchange Scholarship

PRIOR PROFESSIONAL EXPERIENCE

Herbert Smith Freehills, Sydney
Senior Associate, 2019-2020
Solicitor, 2012-2015

Wilmer Cutler Pickering Hale and Dorr LLP, New York, USA
Senior Associate, 2016-2019

Federal Court of Australia, Sydney
Associate to Justice Cowdroy OAM, 2011-2012

Allens Arthur Robinson, Brisbane
Paralegal and Summer Clerk, 2009-2010

Clayton Utz, Brisbane
Summer Clerk, 2008

Intellectual Property – Patents and Registered Designs

Pharmaceuticals

- *Janssen Pharmaceutica NV v Juno Pharmaceuticals Pty Ltd* (FCA, NSD 1848/2025). Patent infringement and invalidity proceedings, including application for urgent interlocutory injunction. Led by JS Cooke SC for the Applicant. (Patent involving dosage regimen claims relating to paliperidone palmitate, a long acting injectable drug for schizophrenia).
- *Pfizer v Juno Pharmaceuticals* (FCA, NSD 1370/2019). Patent infringement and invalidity proceedings. Led by A Ryan SC and JS Cooke SC for the Respondent (3 week hearing concluded May 2021, first instance judgments: *Pharmacia LLC v Juno Pharmaceuticals Pty Ltd* [2022] FCA 92; 165 IPR 200; *Pharmacia LLC v Juno Pharmaceuticals Pty Ltd (No 2)* [2022] FCA 369). (Patent involving claims for lyophilised parecoxib sodium, a pain drug).
- *Pfizer v Juno Pharmaceuticals* (FCA, NSD294/2022). Appeal proceeding. Led by Adrian Ryan SC and JS Cooke SC for the Respondent / Cross-Appellant. Appeal heard in August 2022. Judgment: *Pharmacia LLC v Juno Pharmaceuticals Pty Ltd* [2022] FCAFC 167; 168 IPR 431.
- *Sun Pharma ANZ Pty Ltd v Otsuka Pharmaceutical Co., Ltd* (FCA, NSD172/2024). Patent revocation, extension of term and infringement proceedings. Led by JS Cooke SC for the Applicant (Judgment: *Sun Pharma ANZ Pty Ltd v Otsuka Pharmaceutical Co Ltd* [2025] FCA 44). (Patent involving claims relating to aripiprazole, drug for schizophrenia).
- *Janssen Sciences v Juno Pharmaceuticals* (FCA, NSD 698/2020). Patent infringement proceeding. Led by JS Cooke SC for the Applicant (resolved by settlement). (Patent involving claims relating to ustekinumab, a biologic for ulcerative colitis).
- *Samsung Bioepis AU Pty Ltd v Janssen Biotech, Inc.* (FCA, NSD65/2024). Patent revocation and infringement proceedings. Led by JS Cooke SC for the Respondent (trial vacated): [2024] FCA 1099 (costs).
- *Janssen Biotech, Inc. v Samsung Bioepis AU Pty* (FCA, NSD1134/2024). Patent infringement and invalidity proceedings. Led by JS Cooke SC for the Respondent (resolved, three week trial held in June 2025). (Patent involving claims relating to ustekinumab, a biologic for ulcerative colitis).
- *Abbey Laboratories v Virbac (Australia) Pty Ltd* (FCA, NSD 698/2024). Patent infringement and validity proceedings. Led by N Murray SC for the Respondent (trial held in September 2025). [2025] FCA 1082 (Notice to Produce); [2025] FCA 1179 (trial judgment). (Patent involving claims relating to anthelmintics for use with cattle).
- Patent office opposition, representing Janssen Biotech against Samsung Bioepis AU, with respect to a patent application for an ulcerative colitis biologic. Led by JS Cooke SC for the Opponent (hearing in December 2024): Judgment: [2025] APO 32.
- Previously briefed to advise major pharmaceutical companies with respect to potential interlocutory injunction, patent infringement proceedings, and extension of time proceedings.

Mining

- *Technological Resources Pty Ltd (Rio Tinto) v Epiroc* (NSD 605/2022). Patent infringement proceedings. Led by Neil Murray SC for the First-Fourth Respondents (resolved by settlement). (Patent involving claims relating to autonomous mining)
- *Dyno Nobel v Orica* (FCA, NSD345/2022). Patent invalidity and infringement

proceedings. Led by Cynthia Cochrane SC for the Applicant (five week trial heard in October 2024, judgment: [\[2025\] FCA 767](#). (Patents involving claims relating to wireless mining explosive technology).

- *Orica v Dyno Nobel* (FCA, NSD514/2022). Preliminary discovery proceeding. Led by Cynthia Cochrane SC for the Prospective Respondent (resolved by settlement).
- *Dyno Nobel Asia Pacific v Olitek Pty Ltd* (FCA, NSD 693/2022). Appeal from Patents Office decision regarding entitlement dispute. Led by C Cochrane SC for the Appellant (resolved by settlement).
- Patent office opposition, representing Dyno Nobel against Orica, with respect to a patent application for wireless detonator technology. Led by Cynthia Cochrane SC for the Opponent (hearing in December 2024: Judgment - [\[2025\] APO 8](#)).
- Patent office opposition, representing Quarry Mining against Sandvik, with respect to a patent application for drill string technology. Led by Christian Dimitriadis SC for the Opponent, hearing in March 2026.
- Patent office opposition, representing Pipe Ex Pty Ltd against iGas, with respect to patent entitlement proceedings. Unled, judgment: [\[2025\] APO 27](#). (Patent applications relating to

Construction / Industry

- *All Valve Industries v Comino* (FCA, NSD1337/2021). Patent, design and copyright proceedings. Led by Patrick Flynn SC for the Applicant (three week trial held in April-May 2024, judgment: [\[2025\] FCA 871](#) (trial judgment); [\[2025\] FCA 1294](#) (third party costs order, stay application). (Patent involving claims relating to meter boxes, and designs relating to valves).
- *All Valve Industries v Comino* (DCNSW). Contract and other issues. With Patrick Flynn SC for the Applicant (one week trial scheduled in early 2026).
- *Deco Australia Pty Ltd v Aliwood Pty Ltd* (FCA, NSD 1061/2020). Patent infringement and revocation proceedings. Led by C Cochrane SC for the Respondent (resolved by settlement on eve of two-week trial in April 2022). (Patent involving claims relating to cladding technology).
- *Calix Limited v Grenof Pty Ltd* (FCA, NSD 852/2021). Patent infringement and revocation proceedings. Led by M Green SC and B Oliak for the Applicant (one week trial in March 2023). Judgment: [\[2023\] FCA 378](#); [\[2023\] FCA 832](#).
- *Vector Corrosion Technologies Limited v Duoguard Australia Pty Ltd* (FCA, QUD 649/2018, QUD117/2019). Patent infringement and entitlement proceeding. Led by JS Cooke SC for the Respondents (briefed in relation to interlocutory disputes). (Patent relating to concrete corrosion technology).
- *LTJ Innovations Pty Ltd v Matchmaster Communications Pty Ltd* (FCA, VID 594/2020). Patent and design infringement proceeding. Led by JS Cooke SC for the Respondent (resolved by settlement).

Product engineering

- *Joseph Stasiuk v Monster Energy Pty Ltd* (NSD 317/2023). Patent infringement proceeding (no longer briefed). Interlocutory judgment: [\[2023\] FCA 856](#).
- *Vald Pty Ltd v Kangatech Pty Ltd* (QUD213/2014). Appeal from patent opposition decision (led by Logan KC) (resolved by settlement).

Other Patent Office

- Patent office opposition, representing Romteck Australia on entitlement dispute, led by

D Larish. Judgment: *Romteck Australia Pty Ltd. v Philip Victor Harman* [\[2022\] APO 58](#).

- Patent office opposition, representing VALD Technologies (unled, [\[2024\] APO 15](#)).

Intellectual Property – Copyright and Trade Marks

- *Netdeen Pty Ltd v AMDE Construction Pty Ltd* (FCA, NSD 1691/2025). Copyright infringement proceedings relating to house plans and breach of contract, and ACL. Unled (ongoing).
- *Netdeen Pty Ltd v New Vision Builders Pty Ltd* (FCA, NSD 498/2025). Copyright infringement proceedings relating to house plans and breach of contract, and ACL. Unled (ongoing).
- *Intalo Group Pty Ltd v James Cook University* (FCA, QUD772/2024). Copyright infringement proceedings. Led by A Fox SC for the Applicant (ongoing).
- *Hartex Engineering Pty Ltd v Varuna Krishnaratna & Arrow Hawke* (FCA, NSD 204/2025). Copyright infringement, breach of CI and other allegations. Unled (for the Respondents, resolved by settlement).
- *Banksia Glen Australia Pty Ltd v Australia United Pty Limited* (MLG272/2025). Trade marks and ACL. Unled, for the Respondent (ongoing).
- *Sydney Opera House Trust v ACETCA* (FCA, NSD 1281/2020). Trade mark and copyright proceedings relating to the Sydney Opera House. Led by JS Cooke SC for the Applicant (resolved by settlement).
- *Polygon v Vox* (FCA, NSD 593/2023). Trade mark proceedings relating to the “Polygon” trade mark. Led by JS Cooke SC for the Applicant (resolved by settlement).
- *Epic Games v Brandon Despotakis* (FCA, NSD 326/2021). Copyright infringement, inducement of breach of contract, trade mark infringement, and ACL relating to the game *Fortnite*. Led by JS Cooke SC for the Respondent (resolved by settlement).
- *McDonald Jones Homes Pty Ltd v Glendon Brae Holmes Pty Ltd* (SYG924/2022). Copyright infringement relating to house plans. Unled (resolved at mediation).
- *McDonald Jones Homes Pty Ltd v Maffey & Others* (SYG643/2025). Copyright infringement relating to house plans. Unled (ongoing).
- *Australian Karting Assoc Ltd v Karting (NSW)* (FCCA, SYG1649/2019). Copyright and trade mark infringement. Led by JS Cooke SC for the Respondent (resolved at mediation).
- *Frucor v Doctor V* (FCA, NSD 146/2021). Misleading or deceptive conduct and trade mark revocation proceedings relating to V Energy drinks. Led by JS Cooke SC for the Applicants (resolved by settlement).
- *Dietitians Association of Australia v ACNM* (FCA, ACD 49/2021). Trade mark proceedings. Led by JS Cooke SC for the Appellant (resolved by settlement).
- I am also briefed in several led and unled trade mark oppositions. For reported decisions see by way of example: *FurFresh Pty Ltd v David Haythornthwaite* [\[2022\] ATMO 56](#); *AUDI AG v Auditel* [\[2022\] ATMO 207](#); *Rhythm & Blue Inc Limited v The Temple Skincare Pty Ltd* [\[2023\] ATMO 178](#).

Confidential information

- *Epoch Group v Toby Carrodus and Another* (FCA, NSD527/2022). Breach of confidential information, copyright, including *ex parte* search orders. Led by Patrick Flynn SC for Applicants (ongoing, three week trial in February 2026). See interlocutory judgments: [\[2022\] FCA 947](#); [\[2023\] FCA 1468](#); [\[2025\] FCA 271](#).

- *Green Gold Energy Pty Ltd v Trina Solar Investment Pte Ltd & Others* (SCNSW, 2024/00415599). Breach of confidential information and breach of contract. Unled, for the Third Defendant.
- *Sydney Tools Pty Ltd v Total Tools Pty Ltd and Others* (Supreme Court, 2019/110529). Breach of confidential information, breach of contract, conspiracy and other actions. Led by Gerard Dalton QC and David Larish for the Respondents (resolved by settlement).
- *Healthed v Commune Digital and Others* (FCA, NSD 992/2021). Confidential information, ACL. Led by JS Cooke SC for the Applicant (resolved by settlement).
- *Jubilant Generics v Generic Partners Pty Ltd* (FCA, NSD 1342/2020). Confidential information, copyright and contractual claims. Led by JS Cooke SC for the Respondent (resolved by settlement).

Tax

- *Oracle v Commissioner of Taxation* (NSD 1302/2023). IP/tax dispute. Led by Tony Bannon SC for the Applicant in stay application (judgment: [\[2024\] FCA 1262](#); appeal successful).
- Representing a large multinational software company in relation to a long-running ATO dispute relating to transfer pricing and Part IVA issues, in respect to the movement of intangible assets overseas (resolved by settlement).

Competition & Consumer Law

- *PCT Global Pty Ltd v Felipe Drumond* (FCA, NSD 1820/2025). ACL claims. Unled (ongoing).
- *AVI v Strongcast Pty Ltd* (Supreme Court, 2020/1808196). ACL claims, breach of contract. Led by Patrick Flynn SC (ongoing, trial in May 2025).
- *Omari v Skinner & Skinner* (District Court, 2021/00195268). ACL claims, breach of contract, negligence. Unled (resolved by settlement).
- *Venning v Ren* (Federal Circuit Court, SYG18/2020), representing second respondent in relation to enforcement examination with respect to an ACL claim. Unled (resolved).
- *Elite Design v AEV Pty Ltd* (Local Court, 2021/00258109), representing plaintiff, relating to breach of contract and ACL claims. Unled (resolved by settlement).

Contract law

- *Lobster & Co Trading Company v Nisbets Australia* (Local Court, General Division). Contractual dispute, unled for the Defendant. Judgment for the Defendant, with indemnity costs.
- *Lobster & Co Trading Company v Nisbets Australia* (Supreme Court, 2022/343163). Appeal, unled. Judgment: [\[2023\] NSWSC 1179](#).
- *Planet Plumbing v Tradelink & Anor* (Supreme Court, 2022/00196091). Contractual dispute, ACL, estoppel (unled, resolved by settlement).
- *Veritas Advisory v Aston Chace Group* (Supreme Court, 2021/00307347). Contractual loan dispute, unjust enrichment and other issues. Unled (resolved by settlement).
- *Infor Global Solutions (ANZ) v Tyremax Pty Ltd* (Supreme Court, 2020/00191596). Contract dispute. Led by D Larish on interlocutory disputes (resolved by settlement).
- *Hertog v Sugden* (District Court, 2020/00055545). Contractual loan dispute. Unled (settled on eve of two day final hearing).
- *Change Freight Forwarding v Grocery Delivery E-Services* (Local Court,

2020/00263310). Contractual dispute. Unled (successful in obtaining judgment and costs).

- *Ferrier Silvia v McCall* (Local Court, 2023/00198915). Contractual dispute, unled. Ongoing.
- *Disruptive Packaging v Cosmic Packaging* (District Court, 2022/159641). Contract dispute. Unled (resolved by settlement).

Equity

- *LMC v Carr & Another* (Supreme Court, 2021/00257811). Relief sought for the lodgement of a caveat, and substantive claims relating to misappropriation of funds (representing defendants). Plaintiff discontinued with costs. See *Lake Macquarie Conveyancing Pty Ltd v Carr* [\[2021\] NSWSC 1295](#) per Ward CJ in Eq.
- *Digital Books QLD v Con Ange* (Supreme Court, 2021/00324280). Breach of fiduciary duties by ex-employee, release from *Harman* undertaking. Unled.

Sports law

Supreme Court

- Representing Harness Racing NSW in an urgent injunction hearing brought by Mr Peter Russo in the NSW Supreme Court (*Russo v Harness Racing NSW & Anor* (2023/30919)) (injunction resisted).
- Representing Harness Racing NSW in a judicial review proceeding brought by Mr Trevor-Jones in the NSW Supreme Court (*Trevor-Jones v Harness Racing NSW* (2023/179706): *Trevor-Jones v Harness Racing New South Wales* [\[2024\] NSWSC 876](#); *Trevor-Jones v Harness Racing New South Wales (No 2)* [\[2024\] NSWSC 1017](#)).

Tribunals

- Representing Dean Braun against the Queensland Racing & Integrity Commission in QCAT, in respect of an alleged cobalt offence (resolved by settlement).
- Representing Harness Racing NSW in an appeal brought by Mr Phillip Walters in the *NSW Racing Appeals Tribunal* (relating to presenting a horse to race while positive to prohibited substances, including EPO). Unled. Appeal withdrawn on day 4 of hearing by Appellant.
- Representing Harness Racing NSW in appeal brought by Mr Wade (prohibited substance being levamisole) in the *NSW Racing Appeals Tribunal*. Appeal dismissed. Decision available: [Link](#) (Penalty); [Link](#) (breach).
- Representing Harness Racing NSW in appeal brought by Mr John McCarthy (prohibited substance being cobalt). Appeal ongoing in the *NSW Racing Appeals Tribunal*. Decision available: [Link](#).
- Representing Harness Racing NSW in appeal brought by Mr John Brown. Appeal ongoing in the *NSW Racing Appeals Tribunal*. Decision forthcoming.
- Representing Harness Racing NSW in appeal brought by Mr Lucas Rando. Appeal ongoing in the *NSW Racing Appeals Tribunal*. Decision forthcoming.
- Representing Harness Racing NSW in appeal brought by Mr Peter Russo (prohibited substance being TCO2). Appeal dismissed in the *NSW Racing Appeals Tribunal*. Decision available: [Link](#) (penalty); [Link](#) (breach).
- Representing Harness Racing NSW in appeal brought by Mr Trevor-Jones (prohibited substance being steroids). Appeal dismissed in the *NSW Racing Appeals Tribunal*.

Decision available on breach and penalty: [Link](#).

- Representing Harness Racing NSW in appeal brought by Mr Paul Russo (prohibited substance being cobalt). Appeal dismissed in the *NSW Racing Appeals Tribunal*. Decision available on penalty: [Link](#).
- Representing Mr Thomas in respect of Greyhounds NSW disciplinary proceedings (finalised, appeal successful). Decision available from the *NSW Racing Appeals Tribunal*: [Link](#).
- Representing Wayne Vanderburg in respect of Greyhounds NSW disciplinary proceedings, successful appeal, Decision available from the *NSW Racing Appeals Tribunal*: [Link](#).
- Representing Harness Racing NSW in appeal brought by Mr Frisby (prohibited substance being levamisole) in the *NSW Racing Appeals Panel*. Decision available: [Link](#).
- Representing Harness Racing NSW in appeal brought by Mr Chapple (prohibited substance being meloxicam) in the *NSW Racing Appeals Panel*. Decision available: [Link](#).
- Representing Harness Racing NSW in appeals brought by Messrs Brown and Rando (testing allegations in respect of cocaine use) in the *NSW Racing Appeals Panel*.

Advisory

- Advising professional players associations (including the NRL Players Association) relating to intellectual property issues.

Administrative Law

- *DZD20 v Minister for Immigration* (SYG2058/2020). Application for judicial review relating to the *Migration Act*. Unled, appearing *pro bono*.
- *See also* administrative law matters in the sports law context.

Property Law

- *Girardi v Duncum & Ors* (Supreme Court, 2021/62408). Application for sale of a racehorse under s 36A of the *Conveyancing Act 1919* (NSW). Unled (finalised). Indemnity costs obtained: [\[2021\] NSWSC 1138](#) per Ward CJ in Eq.
- *Raine & Horne v Nellore & Whitning* (District Court, 2023/00235403). Agency dispute (unled). Ongoing.
- *DroneShield Ltd v Bannister Law* (Local Court, 2021/365785). Lease dispute (unled). Resolved by settlement on day of trial.
- *Jaycar Property Group v Jewell* (Local Court, 2022/00188083). Buyers' agent dispute (unled). Resolved by settlement.
- *Jaycar Property Group v O'Connor* (District Court, 2022/327665). Buyers' agent dispute (unled). Resolved by settlement on day of trial.

Insolvency

- *Karnav Pty Ltd v Star Car Wash Café* (SAD 152/2021). Representing Respondents in an application to set aside statutory demand. Unled (resolved).

Defamation

- *Jennifer Do & Ors v Kolsumdet Pty Ltd* (NSD1355/2021). Representing respondents on interlocutory issues.

- I have also advised clients on several defamation matters that have resolved pre-litigation, including the preparation and responses to concerns notice under the *Defamation Act*.

SELECTED CASES AS A SOLICITOR (AUSTRALIA)

- Acted for Motorola Solutions in relation to patent and copyright litigation brought against Hytera Communications in the Federal Court of Australia.
- Acted for Ariosa Diagnostics in the Federal Court appeal against Sequenom in relation to alleged patent infringement of a cell-free DNA diagnostics patent.
- Acted for Cantarella Bros. in relation to two appeals from decisions of the Trade Marks Office, and Australian Patent Office opposition proceedings.
- Acted for Apotex in Federal Court of Australia proceedings for patent infringement brought by Les Laboratoires Servier in relation to an anti-diabetic medication.
- Acted for Apple and Apple Australia in multiple sets of Federal Court of Australia proceedings against Samsung Electronics concerning allegations of patent infringement, design infringement, competition law, and FRAND issues.
- Acted for DePuy and Johnson & Johnson in the ASR hip implants class action, that was ultimately settled.
- Acted for an Australian multi-national company in respect of an ongoing dispute with the ATO in respect of Diverted Profits Tax.

SELECTED CASES AS AN ATTORNEY (UNITED STATES)

- Acted for Apple against Acacia Research Corporation and Conversant Intellectual Property Management in the Northern District of California with respect to allegations by Apple of anticompetitive conduct by those defendants and Nokia (5:2016-cv-07266).
- Acted for Apple in a patent infringement, competition law, and FRAND case brought by Nokia.
- Acted for Apple and Intel in the International Trade Commission defending patent infringement proceedings brought by Qualcomm with respect to various iPhone models (ITC 337-TA-1093).
- Acted for Apple and Intel with respect to patent infringement proceedings in the San Diego District Court and *inter partes* review proceedings before the Patent Trial and Appeal Board.
- Acted for Intel and Ividen with respect to a patent infringement action brought by Continental Circuits LLC in the District Court of Arizona relating to semiconductor technology (2:16-cv-02026), and subsequent appeal in the Federal Circuit (2018-01076).
- Acted for VMR Products and Juul in relation to a patent infringement proceeding brought by Lightwire LLC with respect to a patent for a smoking cessation aid in the Southern District of Florida (1:18-cv-23408-KMW).
- Acted for T-Mobile in relation to a patent infringement proceeding brought by Vertical Connection Technologies in the Eastern District of New York with respect to a patent relating to vertical handover technology in 3G and 4G networks (2:17-cv-04992).
- Acted for Omega and Swatch in relation to a jury trade mark infringement trial brought against 375 Canal LLC in the Southern District of New York (1:12-cv-06979-PAC).

PRO BONO

- Advised the community organisation Downtown Alliance for New York with respect to

a variety of intellectual property issues and potential disputes (2016 – 2019).

- Appeared in NSW local courts to provide pro bono assistance to disadvantaged youths in relation to a variety of criminal offences as part of the Shopfront Legal Centre (2012 – 2015).
- Acted for an under-age victim of sexual crimes in NSW to successfully obtain the maximum statutory compensation (2014 – 2015).
- Provided legal assistance to Australian artists through the Arts Law Legal Centre of Australia across a variety of copyright, patent, and registered design issues (2012 – 2015).

MEMBERSHIPS

- NSW Bar Association
- NY Bar Association
- IPSANZ

PUBLICATIONS

FRAND patents: the new battleground in patent litigation, Australian International Property Law Bulletin, 28 (7) September 2015: p.200-203 28 AIPLB 200, (2015)

Neighbourly Love: Baxter & the “Bad” Seeds, HSF General Counsel Update, July 2014

Love Thy neighbour? The potential coexistence of organic and GM farming is examined by the WA Supreme Court, HSF IP Bulletin, July 2014

Private Label v Branded Goods: The Rise of Private Label Products in Australia, Consumer Products Update, Herbert Smith Freehills, Summer 2013