

FLIP Buzzwords: Metaverse

Wednesday 31 August 2022 – 3.30pm – 5.00pm



Jessie Buchan

Partner, DLA Piper Australia

Jessie Buchan is a highly skilled intellectual property and regulatory practitioner. She has a vast experience in contentious and non-contentious soft IP matters, regulatory and marketing/advertising advice. Jessie handles the full scope of issues relating to the protection, enforcement and exploitation of IP for clients with a particular emphasis in the consumer goods, food & retail, and technology sectors.

She advises market leading and world-renowned brands on all aspects of brand protection, including trade mark prosecution, oppositions, licensing and commercial arrangements, parallel importation, anti-counterfeiting, copyright, passing off, consumer law, business names and domain names. Her focus on advertising and marketing extends to advising on the conduct on digital direct marketing, social media influencers, comparative advertising claims, and compliance with applicable industry codes and the Australian Consumer Law. She works closely with clients on food & consumer product import and export requirements, and has experience working with industry bodies and regulators on such matters. She also frequently advises on the rules and laws for conducting trade promotions in Australia, as well as coordinating the conduct of such competitions across the globe. She has led and acted for a number of clients in Australian Federal Court litigation concerning trade mark & copyright infringement, passing off and breach of the Australian Consumer Law.

In 2020 and 2021, she was recognised as a Rising Star in The Legal500 Australia Intellectual Property rankings and IP Stars 2021, acknowledged for her responsiveness, ability to provide commercial and pragmatic advice, and dedication to going above and beyond to ensure that clients' needs are understood, often in the face of tight deadlines.



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