



Intellectual Property & Technology

Adelaide, 2023 Year in Review

South Australia. The Innovation State.

In 2023, South Australia continued to prove its credentials as a State that embraces innovation, entrepreneurship and emerging sectors. The year witnessed a dynamic blend of Government initiatives, private sector achievements and education advancements that will shape the State's landscape for the years to come.

The IPT team enjoys providing specialist, strategic and practical advice to its clients, at all levels of business, whether the individual, SME or the largest multinationals. We bring together experts in traditional and emerging industries on digital, privacy, regulatory and intellectual property matters.

In 2023, our team has consolidated its strengths in IP litigation, IP commercial and trade mark filing, as well as developing new knowledge in emerging technologies such as Artificial Intelligence and its application to traditional IP protection. AI in particular will lead a transformative impact on many businesses and sectors, and our team has been busily developing the required skill base to help assist industry through this transition.

South Australia boasts many vibrant, enterprising small businesses, including at the Lot Fourteen innovation district in the Adelaide CBD. This year was no different, The IPT team assisted clients to exploit opportunities in an evolving market, such as legal advice on the commercialisation of their intellectual property.

The South Australian Government announced the merger of the University of Adelaide and the University of South Australia, which will be estimated to service 70,000 students a year by the 2030's. This year, the IPT team has acted for various education organisations in respect of their IP protection and enforcement.

AUKUS continues to gain momentum, including with the establishment of the Office for AUKUS to help implement the nuclear powered submarine construction program at Osborne shipyard. This stresses the continual importance of the Defence industry to South Australia.

This year, we congratulated Travis on being re-appointed to the Board of the Defence Teaming Centre, a prominent defence industry association. In May, Travis travelled to Canberra to present to members of the Department of Defence, DFAT, private industry and universities on the commercial challenges faced by the defence industry. The IPT team was also asked to comment on AUKUS's impact by national and international media outlets and think tanks.

Our trade mark attorney service, led by Eilish Gigney, assisted with increased international trade mark registrations, including many from the US, UK, Europe and Asia, highlighting that even during economic downturns, foreign businesses still see investment opportunities in Australia. Eilish consistently receives excellent feedback from clients for her wonderful service and dedication.

We successfully resolved a number of long-standing IP litigation matters this year, but our clients continue to rely on us for solid IP enforcement action. Tim O'Callaghan's proficiency in complex litigation strategy was an asset to clients.

The IPT team wishes you a happy holiday season, and a prosperous 2024.

Meet the team



Tim O'Callaghan | Partner

"In my 38th year with Piper Alderman, I have loved to see the firm, office and my own IPT team flourish in 2023.

I have a litigation background, and obtained a Masters in IP Law from Melbourne University in 2003. I specialise in the enforcement aspects of IP protection, and my team does all aspects of IP protection and commercialisation.

I am also National Deputy Managing Partner for the firm, and head of our Adelaide office. Piper Alderman supports my other roles as Chair of Hutt St Centre, which provides services to those who are at risk of or experiencing homelessness, and on the Adelaide University Law School Advisory Council.

In my spare time I am working on achieving my 4th Dan in Tae Kwon Do and I play guitar when I can."



Eilish Gigney | Special Counsel (Registered Trade Mark Attorney)

"I've been part of the Adelaide IPT team for many years now and look after trade mark prosecution matters for local and overseas clients. This year has been a particularly busy one! When not at work, I enjoy holidaying, being by the beach, walking, eating out and being with family and friends, in any combination!"



Travis Shueard | Senior Associate

"I assist Tim with IP dispute and litigation matters and I have practiced in commercial litigation since 2017. I graduated with a Bachelor of Laws (First Class Honours) from the University of South Australia and am currently studying for my Masters in Intellectual Property Law at the University of Melbourne. I am a director of the Defence Teaming Centre, Australia's leading defence industry organisation. I was delighted to be recognised this year for the first time by Doyle's Best Lawyers (Rising Star - IP) and Best Lawyers Australia (One to Watch - Litigation). In my spare time, I enjoy playing saxophone and hanging out with my Great Dane, Trevor."



Laura Coppola | Lawyer

"I have been a part of the IPT team since September 2022 after working in the defence industry for three years. I am a graduate of the University of Adelaide with a Bachelor of Laws and Bachelor of International Studies. I mainly assist Tim with providing IP commercialisation advice for our clients. Outside of work I enjoy cooking for my friends and family and learning Italian."

Meet the team



Lorraine Miller | Registered Trade Mark Attorney

"This is my second year at Piper Alderman. Earlier this year, I was promoted to Registered Trade Marks Attorney which I am greatly appreciative for. I love every aspect of my new role prosecuting trade marks and getting to know more clients. Outside work, I enjoy spending quality time with my family, travelling and exploring new places."



Zara Cox | Law Clerk

"I commenced as a law clerk in the IPT team in October 2023 after completing an 8-week placement with the team as part of Piper Alderman's Rotational Law Clerk Program. I am currently studying a Bachelor of Laws at the University of Adelaide where I have just finished my penultimate year. Outside of work and study, I enjoy spending quality time with my family and am constantly listening to Taylor Swift in the lead up to her concert next year."



Celia Latty-Steele | Legal Administrative Assistant

"I have been a part of the IPT team in Adelaide, providing administrative support, for the past 10 years. I really enjoy my job and I find the work challenging and interesting every day."

Left to right: Tim O'Callaghan, Celia Latty-Steele, Eilish Gigney, Laura Coppola, Lorraine Miller, Zara Cox and Travis Shueard.



Significant matters

We thank in particular those clients who have entrusted us with their significant matters this year including:

- Affinity Education Group (Brisbane)
- Bickford's Australia (Adelaide)
- Caporaso "Mercato" (Adelaide)
- C.M.E. Blasting & Mining Equipment (Canada)
- Credit Corp (Sydney)
- Epiroc (Sweden)
- Foodland Impeach (Adelaide)
- Geoscan (Perth)
- Hanes Clothing (Melbourne)
- Idyll Wines (Melbourne)
- Lenovo Group (United States)
- Maytronics (Queensland)
- Pepper Money Group (Singapore)
- Peregrine Group (Adelaide)
- Praxis Labs (Adelaide)
- Redarc Electronics (Adelaide)
- University of Adelaide (Adelaide)
- Vok Beverages (Adelaide)

and our many referrers from international IP firms.

Registered Trade Marks

We have been pleased to achieve registration of various trade marks this year. Below are some examples:



In relation to charitable services



In relation to education services and events



In relation to sauces, pastes and spices



In relation to Motor Sport Racing



In relation to educational toys

Event highlights

Our “Thought Leadership” seminars continued to thrive in 2023, including:

- The Dynamic Board: Technology & Innovation
- Defence and Space Masterclass | Employment Relations in the Industry
- IP & Insolvency
- Space Masterclass | The Woomera Manual - The Law Applicable to Commercial and Military Activities in Space

An attendee of Space Masterclass had this to say about our presenters:

- “ | Excellent presenter. Well-structured and delivered presentation.
- “ | That was the most engaging and fascinating seminar that I have attended hosted by Piper Alderman yet. Thank you.
- “ | The presentation was well structured, included interesting topics and, importantly, interesting examples on how the law issues may be presented in real-life scenarios... Overall, a great webinar.

An attendee of The Dynamic Board | Technology & Innovation had this to say about our presenters:

- “ | The speakers spoke very clearly and confidently. They were not hesitant in disagreeing with each other as they were all very respectful to each other. I found the seminar most engaging even if I were only an online participant.

Industry recognition

We are grateful for the recognition we receive from our clients and peers:

The Legal 500 Asia Pacific

In the 2023 edition of The Legal 500 Asia Pacific, Piper Alderman was recognised across 12 areas of law including Intellectual Property & Technology. Tim O’Callaghan and Eilish Gigney were among those highlighted.

Tim was recognised in Legal 500 Asia Pacific edition by his peers as:

“Tim O’Callaghan is highly personable and responsive. He brings a fresh perspective in delivery of services in the brand protection space.”

The Best Lawyers® in Australia

In the 2024 edition of The Best Lawyers in Australia, 54 of Piper Alderman’s lawyers are recognised across 43 legal areas, including Tim O’Callaghan for Intellectual Property Law and Travis Shueard as ‘One to Watch’ for Litigation.

Doyle’s Guide

Tim O’Callaghan is included in the area of Intellectual Property / Technology, Media & Telecommunications, Adelaide.

Travis Shueard is listed as an Intellectual Property & TMT Law Rising Star in SA

Business development

The Intellectual Property & Technology team actively produced and published a number of timely insights while partaking in a multitude of client and industry facing events, sponsorships, and partnerships. Our team was also involved in producing some memorable content for clients, and has a fantastic line-up of content for 2024 in the works.

A selection of Insights that the Adelaide IPT team published include:



The team also published various insights on the Defence industry, highlighting its credentials in that sector:



Business development

In a dynamic year of strategic growth and client engagement, our dedicated practice team spearheaded impactful business development initiatives, ranging from insightful client meetings and compelling print and radio interviews, to thoughtfully curated events that not only showcased our expertise but also fostered meaningful connections within the legal community and our clients.

Perth Client Drinks

In October, Tim O’Callaghan & Travis Shueard met with valued long-term client, Epiroc, and other Western Australian clients at the Perth Office’s Client Drinks.



Left to right: Andrew Jonklaas, Travis Shueard, Tim O’Callaghan & Brenton Armitage, Executive GM at Epiroc Australia Pty Ltd.

Platform

Our Platform event series caters to junior professionals and early-career individuals, providing curated insights and networking opportunities. They feature esteemed speakers and thought-provoking presentations, and a unique space for career growth and connection. The events are hosted by our junior lawyers, and Laura Coppola hosted one of the Platform events in September this year.



Left to right: Laura Coppola with Cameron and Katie Donaldson of Praxis Labs.

Bickford’s Beverage Group

In December, Tim O’Callaghan and Zara Cox presented to marketing staff of Bickford’s Beverage Group on IP Issues relating to use of Content Generating AI Tools.



Left to right: Zara Cox and Tim O’Callaghan with Bickford’s General Counsel, Rebecca Tolhurst.

Wall Street Journal

In May, Travis Shueard was interviewed by The Wall Street Journal on AUKUS, US defence export controls and their potential impact on Australian businesses.

Australian Centre for International Trade & Investment Symposium

In May, Travis Shueard travelled to Canberra to present at the Australian Centre for International Trade & Investment Symposium on defence procurement, commercial issues faced by the Australian defence industry and opportunities for reform.

ABC Radio

In November, Travis Shueard was interviewed by ABC Radio South East on the Australian defence industry, his role as a director at the Defence Teaming Centre.

Hutt St Centre

Tim O'Callaghan is Chair of Hutt St Centre, which provides services to those at risk of or experiencing Homelessness.



Piper Alderman Staff and Partners visiting Hutt St Centre as a part of the 'walk a mile' fundraising campaign.

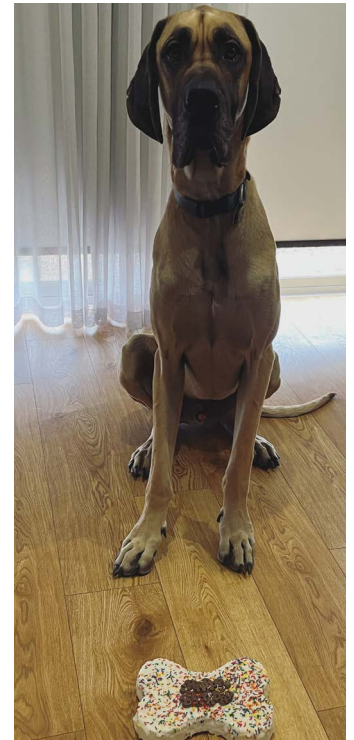


Left to right: Tim O'Callaghan with SA Premier, Peter Malinauskas at the Hutt St Centre Charity Business Lunch.



Left to right: Tim O'Callaghan with Ali Clarke (host), SA Premier, Peter Malinauskas (Premier of South Australia), Nat Cook MP (SA Minister for Human Services) Taryn Brumfitt (Australian of the Year) and Chris Burns (Hutt St Centre CEO) at the Hutt St Centre Charity Business Lunch.

In November, Travis and Laura were invited to attend The Andy Thomas Space Foundation's 'Kids in Space National Showcase Day'.



Travis' Great Dane, Trevor, turned 2.



Travis, Laura, Zara and several other staff from Piper Alderman toured Southern Launch's facilities at Hindmarsh. Southern Launch is a South Australian rocket launch and range service provider.

Travis tutors Contract Law at the University of South Australia Law School. In April, Travis was awarded the UniSA JUS Champion Award for excellence in teaching.



Christmas team lunch absent Tim, Lorraine and Zara at Gondola Gondola.



“To our clients throughout Australia and around the world – thank you for your incredible support. We wish you all the very best in this Christmas and Holiday Season, a well earned break and great success in 2024!”



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