



Intellectual Property & Technology

Adelaide, 2024 Year in Review

Entrepreneurs, Tech and Defence.

For 2024, the South Australian Intellectual Property Team recognised the abundance of opportunities present in Australia’s tech, space and defence sectors, while maintaining the traditional skills and values appreciated by its clients.

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

In 2024, our team has consolidated its strengths in IP litigation, IP commercial and trade mark filing. The team has persisted with developing its skill base in emerging technologies such as Artificial Intelligence and its application to traditional IP protection.

Tim O’Callaghan presented several “AI & IP Protection” training seminars to clients in the space, retail and tech sectors, while Travis Shueard moderated a panel discussion of AI experts at the inaugural Australian Defence Magazine Conference.

The team also continues to build its IP commercialisation services. Tim and Laura Coppola assisted Australian tech start ups and entrepreneurs to navigate the tricky waters of scaling while protecting the IP that makes their business attractive to investors.

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. Eilish’s attention to detail and strategy has been appreciated by clients for many years, and, together with Lorraine Miller and Celia Latty-Steele, continues to provide quality service to clients.

Our firm is focused on supporting the Australian space sector, with South Australia being a critical hub for many space companies. The SA IPT team has assisted several space businesses with their IP management and protection, export controls and general commercial advisory.

The merger of the University of Adelaide and the University of South Australia in “Adelaide University” has gathered pace, with an expected launch of January 2026. This year, the IPT team acted for various education organisations in respect of their IP protection and enforcement.

The trilateral security partnership between Australia, the United Kingdom, and the United States (AUKUS) continues to gain importance to the Australian economy. The team has lead the firm’s expansion into acquiring additional specialist defence expertise, advising prominent Australian defence contractors on export controls and strategic IP management during negotiations with overseas defence departments. The team also expanded its networks with like-minded international AUKUS organisations and law firms, ensuring a robust support base for its clients.

This year we also congratulated Travis on being appointed to the Vice Chair of the Defence Teaming Centre, a prominent defence industry association. He was also appointed as a Director for the Export Controls Australia Group (ECAG), an organisation focused on export controls, sanctions and strategic trade.

We successfully resolved a number of long-standing IP litigation matters this year, ranging from Federal Court proceedings to more targeted disputes. Tim’s proficiency in complex litigation strategy was an asset to clients, while Travis, supported by Zara Cox, has been navigating a sensitive dispute with the Therapeutic Goods Administration on behalf of a retail pharmacy client.

The team wishes you a Merry Christmas, a Happy New Year, and a prosperous 2025.

Meet the team



Tim O’Callaghan | Partner

“In my 39th year with Piper Alderman, I have loved to see the firm, office and my own Intellectual Property team flourish in 2024.

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 role as Chair of Hutt St Centre, which provides services to those who are at risk of or experiencing homelessness.

In my spare time I have recently achieved 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!”

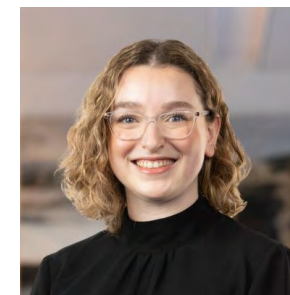


Travis Shueard | Senior Associate

“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 the Deputy Chair of the Defence Teaming Centre, Australia’s leading defence industry organisation, and a director of Export Controls Australia Group.

In my spare time, I enjoy playing saxophone and hanging out with my Great Dane, Trevor.”



Laura Coppola | Associate

“I have been a part of the IPT team since September 2022 after working in the defence industry for four years. I was promoted to Associate in December this year. 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.”

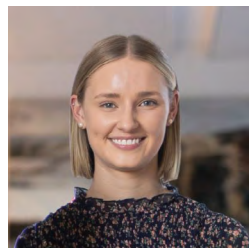
Meet the team



Lorraine Miller | Registered Trade Mark Attorney

“This is my third year at Piper Alderman and I am a Registered Trade Marks Attorney in the IP team. I love every aspect of my 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 Graduate

“I commenced as a law clerk in the IPT team last October after completing a placement with the team as part of Piper Alderman’s Rotational Law Clerk Program. I have just finished studying a Bachelor of Laws at the University of Adelaide, and I will be commencing as a Law Graduate with the team in 2025.

Outside of work and study, I enjoy spending quality time with my family and constantly listening to Taylor Swift since her concert earlier this year.”



Celia Latty-Steele | Legal Administrative Assistant

“I have been a part of the IPT team in Adelaide, providing administrative support, for the past 11 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)
- Archisoul Architects Pty Ltd (Sydney)
- Bickford’s Australia (Adelaide)
- Caporaso “Mercato” (Adelaide)
- 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)
- Sage Global (United Kingdom)
- Sushi Train Australia (Gold Coast)
- Viva Energy (Melbourne)
- 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 food and drinks



In relation to education software and services



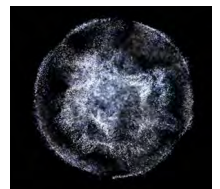
In relation to education services and day care services



In relation to charitable services



In relation to geological research, exploration and photography services



A motion trade mark for software apps and healthcare database management

[Click to see moving image](#)

Further examples:

- **MEMORALISE** in relation to software and computer services
- **CAPTAIN PLUSHY** in relation to baby care products
- **FUZZY BUM** in relation to honey

Event highlights

Our “Thought Leadership” seminars continued to thrive in 2024, including:

- Defence and Space Masterclass | Navigating the Defence Procurement Frontier: Strategies for Success
- A Chat(GPT) about Copyright, Trade Marks, and the use of AI Tools
- The Dynamic Board: Navigating Reputational Risk
- AI Unleashed: Navigating IP Minefields in the Digital Age (Association of Corporate Counsel)
- Defence and Space Masterclass | Navigating Legal Frontiers for Commercial Space Operators
- Domain Name Disputes in Australia (Intellectual Property Society of Australia and New Zealand)
- Not-for-Profit Industry Boardroom Lunch Discussion
- AUKUS and Update to Defence Export Controls (Defence Teaming Centre)
- IP & Insolvency

Attendee Feedback

Attendees of the Defence & Space Masterclass had this to say about our presenters:

- “ A very informative event on a very complex issue.”
- “ Excellent session – good balance between understanding what Gilmour Space does and some of the commercial legal issues which arise in the space context. Presenter was personable, clear and conveyed his expertise well to the diverse audience. Host led the discussion masterfully.”
- “ Excellent opportunity for networking and sweeping understanding. A+ to PA!!”
- “ The presentation was informative and useful in a real world context.”

Attendees of The Dynamic Board | Navigating Reputational Risk had this to say about our presenters:

- “ I thought the way the panel session was moderated was one of the best and most engaging I have seen. David really helped moved the conversation forward at a good pace. The panel discussion was very interesting, with a good mix of perspectives.”
- “ Really helpful and interesting insight from those who sit on Boards.”
- “ Easy flow and interaction - good facilitation. Relevant topic and I enjoyed hearing from the Board’s perspective rather than [just] a legal perspective. The legal issues were woven in well.”

Industry recognition



The Legal 500 Asia Pacific

In the 2024 edition of The Legal 500 Asia Pacific, Piper Alderman was recognised across 14 areas of law including Intellectual Property & Technology. Tim O’Callaghan and Travis Shueard were among those highlighted.

The team was recognised in The Legal 500 Asia Pacific edition by their peers as:

“Their ability to adapt to our evolving needs and their willingness to go above and beyond have centered our trust in their capabilities.”

Travis was recognised in the Legal 500 Asia Pacific edition as:

“Travis Shueard has outstanding knowledge of our operation. He provided very detailed analysis as well as very clear and reliable advice.”

Client Feedback

Tim was recognised by client, Bickford’s Group, as:

- “ Tim O’Callaghan is a trusted advisor to our business when it comes to managing our valued intellectual property assets. He has an adept ability to think strategically from both a commercial and legal viewpoint, enhancing the quality and the value of his advice and guidance to our business. Tim is genuine in his approach and leads a strong team of practitioners.”

Travis was praised by a multinational Defence Prime for his expertise, as:

- “ I’ve had the pleasure of working alongside Travis, a highly skilled and knowledgeable lawyer specialising in the Australian defence industry and export controls. Travis has a deep understanding of this complex regulatory landscape and his ability to navigate the intricate details of compliance has been invaluable. His dedication and professionalism make him an exceptional asset to any team or project in the defence and export control sectors.”



The Best Lawyers® in Australia

In the 2025 edition of The Best Lawyers in Australia, the firm has been recognised 79 times across our five offices, covering 42 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.

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 2025 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.

Hutt St Centre

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



Tim with Sr Debra McCarthy at the Hutt St Centre Charity Business Lunch.

The 70th anniversary of Hutt St Centre was celebrated at Government House. This milestone commemorates the founding Sisters' legacy of providing care and dignity to those in need since 1954. Hutt St Centre continues this tradition by advocating for societal equality and supporting individuals to rebuild their lives, embodying the values of respect, dignity, and compassion.

As Hutt St Centre Chair, Tim O'Callaghan thanked staff and the community for its support of this valuable organisation.



Piper Alderman Staff and Partners visiting Hutt St Centre as a part of the 'walk a mile' fundraising campaign. This year we were fortunate enough to be given a tour of Hutt St Centre by Chris Burns, CEO, and its facilities and heard more about the work that goes into running the Centre, where the donations go, and their mission.



Chris Burns, Verity Edwards (**Hughes PR**), Ali Clarke and Tim O'Callaghan.



Tim with Lieutenant Governor of South Australia, Dr Richard Harris, Hutt St Centre CEO, Chris Burns, and South Australian Premier, Peter Malinauskas at the Hutt St Centre Charity Business Lunch.



Michele and Anthony Kittel (**Redarc**).

Podcast

Travis Shueard featured in Piper Alderman's 'Employment Law for the Time Poor' podcast. [Click here to listen the Ep.](#)

Defence Teaming Centre function



Tim O'Callaghan, Zara Cox, Laura Coppola, DTC CEO, Libby Day and Tim Lange (Melbourne).

Bickford's 150 year celebration

Tim O'Callaghan, Eilish Gigney and Travis Shueard attended Bickford's 150th Party on Tuesday 12th March 2024 at the Art Gallery. Bickford's has been a long-term client of the firm and there were many esteemed guests in attendance including politicians, business people, and the Governor of SA. Bickford's Director Angelo Kotses specifically thanked the firm for its services over the years.



Travis Shueard, Eilish Gigney and Tim O'Callaghan.

Axiom Precision Manufacturing

Tim O'Callaghan, Travis Shueard, Isabelle Gateley, Ben Tollner-Atkinson and India Strother toured Axiom Precision Manufacturing's Wingfield facilities, courtesy of Fred Hull (Axiom's Defence & Aerospace General Manager).

Axiom is one of Australia's largest precision machining and advanced manufacturing companies, and is headquartered in Adelaide.

During the tour, the group learned about Axiom's exciting defence projects, including Axiom's partnership with BAE Systems to manufacture components for the F-35 Lightning II.



Axiom's Defence & Aerospace General Manager, Fred Hull, Ben Tollner-Atkinson, India Strother, Tim O'Callaghan, Isabelle Gateley and Travis Shueard.

DTC's Defence Leaders Breakfast

Travis Shueard attended the DTC's Defence Leaders Breakfast where industry leaders, academia, and experts came together to delve into the dynamics of Australia's defence sector. Some key takeaways from the session included Academia's flexibility, that R&D is key for innovation, and engaging society is vital.



Pathways Expo

Laura Coppola attended the annual Pathways Expo for year 10-12 students hosted by her alma mater, Immanuel College. Laura represented Piper Alderman and the legal profession, answering students' questions about pathways into Law, study options, and life as a lawyer.



Defence Industry Presentation

Travis Shueard presented to defence industry as part of the University of Adelaide's Professional Certificate of Defence Contracting. Travis presented on intellectual property and export controls. The students ranged across military lawyers, in-house counsel and academics, and there was lots of questions and engagement.



Tour of Vipac Engineers & Scientists' laboratories

On Thursday, 6 June 2024, Travis Shueard, along with our colleagues in Melbourne Tim Clark, Megan Calder, and Craig Subocz, toured Vipac Engineers & Scientists' laboratories in Melbourne. Vipac provide a variety of vibration, pressure and acoustics services to their clients, and are heavily involved in the defence and space sectors. Tim, Megan, Craig and Travis were lucky enough to have their photograph taken in Vipac's wind tunnel during operation (hence the hair).

Vipac's chairwoman, Wendy Smith, returned the favour and flew to Adelaide to attend the firm's Defence & Space Masterclass later that month.



Megan Calder, Tim Clark, Travis Shueard, Craig Subocz, Vipac's Chairwoman, Wendy Smith and CEO David Hocking.

AICC Space and Spatial National Industry Group launch

Piper Alderman hosted the Australia India Chamber of Commerce (AICC) for their official launch of their Space and Spatial National Industry Group. The event was attended by various prominent business leaders, government representatives and entrepreneurs from Australia and India, including Enrico Palermo (Head of the Australian Space Agency), Dr Vinod Kumar (Head of Indian Director of Promotion InSpace), and Zaffar Sadiq Mohamed-Ghouse (Woolpert Asia Pacific). Ian Nathaniel (Melbourne) and Travis Shueard facilitated the event.



Enrico Palermo, Dr Vinod Kumar, Zaffar Sadiq Mohamed-Ghouse, Ian Nathaniel, Travis Shueard and other members of the AICC..

Connect@DTC event

Travis Shueard, Kian Rafie, Laura Coppola and Zara Cox attended the Defence Teaming Centre's Connect@DTC event sponsored by H&B Defence to hear from industry leaders about H&B's mission to accelerate the development of Australia's AUKUS nuclear powered submarine program. H&B is a joint venture between HII and Babcock Australia and New Zealand to support all steps of Australia's optimal pathway under AUKUS pillar 1.



Kian Rafie, Zara Cox, Laura Coppola and Travis Shueard.

South Australian Defence Summit

Travis Shueard moderated a lively panel discussion at the high-profile Australian Defence Magazine's South Australian Defence Summit, held at the Adelaide Convention Centre. The panel, featuring experts from DSTG, Aurizn, DEWC Services, and DAIRNet, explored "Advancements in the Deployment of AI in Defence Capability". The discussion sparked engaging questions from the audience. This is the first year that the SA Defence Summit has been held, and it was very well attended by members of Government, Defence, industry and academia, with events spread over three days.



Annual Defence Industry Awards Night

Travis Shueard was an MC at the Annual Defence Industry Awards Night. Travis presented awards for innovation, teaming and skills development to several high-performing defence companies and collaborations. Tim O'Callaghan accepted an award on behalf of Piper Alderman for its 25+ year membership with the Defence Teaming Centre.



Trevor

Travis' Great Dane, Trevor, turned 3.



Tae Kwan Do

Tim O'Callaghan has achieved his 4th Dan in Tae Kwan Do.



SA IPT Christmas Lunch & Firm Christmas Dinner

The SA IPT Team celebrated a successful year at their Christmas lunch and the firm's Christmas Dinner, as well as the promotions of Laura Coppola to Associate, and Zara Cox to Law Graduate.



Tim O'Callaghan, Zara Cox, Laura Coppola, Celia Latty-Steele, Eilish Gigney and Travis Shueard.



Celia Latty-Steele and Eilish Gigney.





“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 2025!”



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