



Intellectual Property & Technology

Adelaide, 2025 Year in Review

International Reach with a Local Lens

In 2025, the South Australian Intellectual Property & Technology Team had an exceptionally busy year managing a wide array of disputes, advancing clients’ rights in courts, tribunals and IP Australia.

The Team prides itself on its ability to represent clients of all sizes and sectors, whether multi-national tech companies or local South Australian businesses, and achieve results.

This year, the Team acted in a number of high-profile Federal Court proceedings, and successfully resolved disputes for clients such as Redarc Electronics, Bickford’s Group, and Viva Energy. The Team was proud to secure an excellent settlement for long-time, valued client, Redarc.

The team’s work also included managing national and international trade mark portfolios, advising on patent and design infringement, and supporting clients through intricate negotiations and settlements.

The impact of emerging technologies and regulatory change continued, with the team seeing increased demand for tailored training and executive briefings on defence export controls, AI, and digital innovation. Team members contributed to policy development and industry thought leadership, participating in Government roundtables on AI and the digital economy, and presenting at major defence events such as the Defence Industry Leadership Program, the Defence Industry Awards Ceremony and Export Controls Australia Group’s inaugural AGM.

The team’s trade mark attorney service, led by Eilish Gigney, expanded its reach with instructions from both local and international clients. Eilish secured a significant win for Lenovo in the New Zealand Trade Marks Office, addressing an intricate, rarely considered aspect of procedure in New Zealand Opposition proceedings. Eilish, supported by Lorraine, is a recognised expert in managing complex, multi-jurisdiction intellectual property portfolios.

The Team often collaborates with members of Piper Alderman’s various offices. This year, the team worked closely with Corporate, Commercial and Real Estate colleagues in Melbourne, Perth, Sydney, and Brisbane on national and cross-border matters, including a transaction involving parties operating in the European Union.

Community engagement is important to the Team, seeing pro bono support provided to organisations such as the Defence Teaming Centre, Onkaparinga Woollen Mill Museum and the Taumako People (Solomon Islands).

On the home front, we were delighted to see Zara Cox be admitted to the Supreme Court in November 2025, Laura Coppola promoted to Associate in January 2025 and Travis Shueard promoted to Special Counsel in July 2025. We also saw Travis reappointed as Deputy Chair to the Defence Teaming Centre and appointed to the SA Committee for IPSANZ.

The team wishes you a Merry Christmas, a Happy New Year, and a prosperous 2026!

Meet the team



Tim O’Callaghan | Partner

“In my 40th year with Piper Alderman, it has been incredibly rewarding to see the firm, our Adelaide office, and my own Intellectual Property team continue to flourish throughout 2025. With a background in litigation and a Masters in IP Law from Melbourne University (2003), I specialise in the various aspects of IP protection, and commercialisation.

I am privileged to have served as National Deputy Managing Partner and head of our Adelaide office for the past 10 years. At the end of this year I step down from those roles and continue to focus on providing excellent service to our clients.

Piper Alderman continues to support my role as Chair of Hutt St Centre, which provides vital services to those at risk of or experiencing homelessness.

Outside of work, I have dedicated time this year to working towards my 5th Dan in Tae Kwon Do and, whenever possible, enjoy playing guitar and learning the sax – hoping for a duo with Travis.”



Eilish Gigney | Special Counsel (Registered Trade Mark Attorney)

“I’ve been part of the Adelaide IP team for many years now and continue to look after trade mark prosecution matters for both local and overseas clients. 2025 has been an especially busy and rewarding year!

Outside of work, I enjoy holidaying, spending time by the beach, walking, eating out, and being with family and friends, in any or all combinations.”

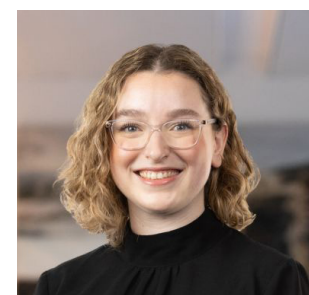


Travis Shueard | Special Counsel

“I assist the team with IP dispute and litigation matters and 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 completing 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 board member of the Intellectual Property Society of Australia and New Zealand (IPSANZ). In 2025, I was promoted to Special Counsel.

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 IP team since September 2022, following three years working in the defence industry. I was promoted to Associate in December 2024. I am a graduate of the University of Adelaide with a Bachelor of Laws and a Bachelor of International Studies, and assist the team with providing IP commercialisation and strategy advice for our clients.

Outside of work, I enjoy cooking for friends and family, learning Italian and reading.”

Meet the team



Lorraine Miller | Registered Trade Mark Attorney

“This is my third year at Piper Alderman, as a Registered Trade Marks Attorney in the IP team. I enjoy every aspect of my role, from prosecuting trade marks to building relationships with new clients.

Outside of work, I enjoy spending quality time with my family, camping and exploring new places. Next year will be very exciting with the addition of our Golden Retriever puppy.”



Zara Cox | Lawyer

“I commenced as a law clerk in the IP team in October 2024 after completing a placement as part of Piper Alderman’s Rotational Law Clerk Program. I completed my Bachelor of Laws at the University of Adelaide in 2024 and began as a Law Graduate with the team in 2025. I was admitted to the Supreme Court of South Australia in November 2025.

Outside of work and study, I enjoy spending quality time with my family and have been constantly listening to Taylor Swift — especially her new album released earlier this year.”



Celia Latty-Steele | Legal Administrative Assistant

“I have been a part of the IP team in Adelaide, providing administrative support, for the past 12 years. I continue to really enjoy my job and find the work both 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:

- Advanced Compounding Solutions (Adelaide)
- Affinity Education (Brisbane)
- Australian Outdoor Living (Adelaide)
- Bickford’s Australia (Adelaide)
- CME Blasting & Mining Equipment (Canada)
- Epiroc (Sweden)
- Foodland Impeach (Adelaide)
- Flinders University (Adelaide)
- Geoscan (Perth)
- Gonzo Group / “Shotgun Willies” (Adelaide)
- Lenovo Group (United States)
- Maytronics (Queensland)
- Onkaparinga Woollen Mill Museum Inc. (Adelaide)
- OTR (Adelaide)
- Penfold Property Group (Brisbane)
- Pepper Group
- Peregrine Group (Adelaide)
- Redarc Electronics (Adelaide)
- Viva Energy (Melbourne)
- Duxton Group of Companies
- The Bend Motorsport Park Pty Ltd
- Safetek Solutions Pty Ltd
- YMCA

and our many referrers from international IP firms.

Litigation & court success

We achieved multiple interlocutory and final victories in Federal Court and the New Zealand Trade Marks Office, including:

- **Redarc v Redfleet:** Managed complex copyright, trade mark and consumer law litigation, culminating in a favourable [settlement](#) for Redarc.
- **Bickford’s v Trink Tank:** Secured indemnity costs orders and successfully defended against dismissal challenges.
- **Penfold Property Group:** Secured orders for costs and favourable settlements in ongoing trade mark disputes.
- **Lenovo Group:** Successfully defended an interlocutory dismissal application brought by Boston Limited.

Registered Trade Marks

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



LYNK
(THE STRAITS NETWORK PTE. LTD.) for services in mentoring and legal experts



Sonder
Better Care Better Health
For counselling services education fo GPs and mental health services (Sonder Care Limited)



DUXTON
DUXTON (word) in relation to a variety foodstuffs and related services



PENFOLD
PROPERTY GROUP
For real estate services (Penfold Property Group Pty Ltd)



For storage units, smart locks and related storage service facilities services



SWIG
For camping equipment (Viva Energy Retail SMGB Pty Ltd)



DOVER
AUSTRALIAN ABALONE
For seafood; abalone (DOVER EX27 PTY LTD Limited)



SAFETEK
SOLUTIONS
Safety and signalling equipment and vehicles for road traffic management (Safetek Solutions Pty Ltd)



For alcohol-free drinks, frozen juices and retail services (OTR 328 Pty Ltd)



THE
DESIGN
STUDIO
For retail services (THE COMMUNITY CO-OPERATIVE STORE (NURIOOTPA) LIMITED)

Further examples:

- **AFFINITY AUSSIE WILDLIFE CHAMPIONS** words for child care services (Affinity Education Group Pty Limited)
- **CHEEKY CHERRIES** for Cherries (Impeach Pty Ltd)
- **CINDERELLAS** for cleaning services (Mark Ferdinands) Limited)
- **COBA** for banking services and related goods (Customer Owned Banking Association Limited)
- **HEALTH VILLAGE** for software and related SaaS services (Health Village Pty Ltd)
- **OPERATION FLINDERS CITY TO SUMMIT** for recreational events, coaching and mentoring (OPERATION FLINDERS FOUNDATION INC.)
- **OTR GROUP** for petrol station services, software apps, food and drink services, etc (OTR 328 Pty Ltd)
- **PEPPER RESOLVE** held by Pepper Grpoup Assets (Australia) Pty Ltd for software and software services
- **SIMPPLE** for software and software services (Simpplle Pte. Ltd)
- **THE BEND KARTDROME** for clothing, retail services, vehicle driving services and entertainments services (The Bend Motorsport Park Pty Ltd)
- **VIVA ENERGY HUB** for fuels, chemicals, retail services, fuel treatment services, renewal energy services (Viva Energy Holding Pty Ltd)

Industry leadership & event highlights

The team delivered training an executive briefings to major clients including Boeing, Redarc KPMG, PCI Partners, and RSM Australia.

Our “Thought Leadership” seminars continued to thrive in 2025, including:

- The Dynamic Board | The role of the Director in people and culture governance
- The use of Trade Marks and Images of others on the Internet
- Defence and Space Masterclass | Managing workforce compliance in Defence
- The Dynamic Board | Directors behaving badly – accountability and liability
- Defence and Space Masterclass | SMEs in Defence – avoiding pitfalls & seizing opportunities
- Not-for-Profit Industry Boardroom Lunch Discussion
- IP & Insolvency


We presented at and participated in high-profile industry events, including:


- Defence Industry Leadership Program – major sponsor with Defence Teaming Centre
- AI Policy Development Roundtable – with the Assistant Minister Michael Brown MP
- Export Controls Australia Group – founding Director, inaugural AGM
- Annual Defence Leaders Breakfast (with US Department of Defence officials)
- University of Adelaide – roundtable on generative AI in the legal profession
- Pathways Expo at Immanuel College – career pathways for students


Team members were appointed and re-appointed to key industry boards, including Defence Teaming Centre, Export Controls Australia Group, IPSANZ and Hutt Street Centre.


Attendee Feedback

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

- 

“The very practical insights of the panel as they related to their experience and issues encountered when dealing with SMEs.”
- 

“The discussion panel format engaged the audience well.”
- 

“I enjoyed the event and it was great to meet industry colleagues.”
- 

“Thanks, Travis, you did a great job!”

Thought leadership & insights

The Intellectual Property & Technology team actively produced and published a number of timely insights and articles on intellectual property, defence, and insolvency topics, while partaking in a multitude of client and industry-facing events, sponsorships, and partnerships.

The team also provided pro bono support to community organisations such as the Onkaparinga Woollen Mill Museum and Hutt St Centre, and maintained a strong presence in industry networking, education, and outreach.

Alongside producing memorable content for clients, the team has an exciting line-up of new content planned for 2026.

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

The team has produced a range of articles on Intellectual Property matters, and have been identified as one of the top Thought Leadership authors in Australia on [Mondrag](#) in 2025. They have also published insights on the Defence industry, highlighting their credentials in that sector.

10 June 2025

Hytera Communications Corporation Ltd v Motorola Solutions Inc: Cracking the Code on “Substantial Part”

Read More

29 September 2025

Cutting Down Apple’s ‘Walled Garden’: An insight into Epic Games, Inc v Apple Inc

Read More

11 September 2025

The NOCO Company v Brown and Watson International Pty Ltd: Revisiting the Best Method and Relevant Date Requirements for Divisional Patents

Read More

26 August 2025

Moral Rights and Films – McCallum v Projector Films Pty Ltd

Read More

06 March 2025

What’s in a game? Technological protection measures under the Copyright Act

Read More

07 January 2025

Koninklijke v Cantarella: An Instant Coffee Clash

Read More

29 January 2025

The United States, artificial intelligence and export controls

Read More

21 November 2025

Amendments to the Defence Trade Controls Act 2012: What employers dealing in DSSL technologies need to know

Read More

Team achievements & recognition

The team's collective efforts and individual accomplishments in 2025 have been widely recognised, reflecting both professional excellence and a strong commitment to client service.

- **Tim O’Callaghan:** reappointed as Chair of Hutt St Centre.
- **Eilish Gigney:** Instrumental in securing new instructions and managing Viva Energy’s national trade mark portfolio; achieved a significant win for Lenovo in the NZ Trade Marks Office.
- **Travis Shueard:** Re-appointed Vice-Chair of the Defence Teaming Centre; appointed to the IPSANZ SA Committee; presented at national and state industry events.
- **Laura Coppola & Zara Cox:** Recognised for their contributions to major litigation and client matters; celebrated career milestones and admissions.
- **Cross-office collaboration:** Worked closely with colleagues in Melbourne, Perth, Sydney, and Brisbane on national and international matters.

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



The Legal 500 Asia Pacific

In the 2025 edition of The Legal 500 Asia Pacific, Piper Alderman was recognised across 15 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:

“The Piper Alderman Intellectual Property practice takes time to understand the client’s business and their needs. The team are solutions focused in delivering on point advice to assist in managing and enhancing a client’s intellectual property assets.”

Tim and Travis were recognised in the Legal 500 Asia Pacific edition as:

“[Tim O’Callaghan](#) is highly experienced, a strategic thinker, a terrific team leader and go-to IP lawyer.”

“We have predominately worked with [Travis](#) who has been exceptional to work with. He has been able to work flexibly with our business needs and was incredibly helpful at addressing our legal needs.”

Client Feedback

Tim, Travis and the team were praised for the outcome of a matter in the Federal Court by client, Redarc, as:

“

This outcome sends a clear message: REDARC will vigorously defend its intellectual property and its brand reputation. Our significant investment in R&D and marketing demands this protection, and we are extremely pleased with the Court-ordered result. The professionalism, dedication, and expertise provided by Tim, Travis, and the Piper Alderman team were instrumental in securing this successful resolution.”

DOYLES

Doyle’s Guide

Tim O’Callaghan is recognised as Leading and Travis is recognized as a ‘Rising Star’ in the areas of Intellectual Property and Technology, Media & Telecommunications in South Australia.

Best Lawyers

The Best Lawyers® in Australia

In the 2026 edition of The Best Lawyers in Australia, the firm has been recognised 91 times across our five offices, covering 45 legal areas, including Tim O’Callaghan for Intellectual Property Law and Travis Shueard as ‘One to Watch’ for Litigation.

Business development & community engagement

The **IPT team** were in the Federal Court for **Bickford's** to argue an interesting interlocutory legal point. Bickford's sued the Respondent for trade mark infringement in the Adelaide Federal Court, two days after the Respondent had sued Bickford's, in the Melbourne Federal Circuit Court for Groundlessly threatening Proceedings – which Court will prevail? Stay tuned!

Our case was argued by Sydney based **Ed Heerey KC** and local barrister, **Andrew Baillie**. It was followed by a very solid case debrief and strategy session.

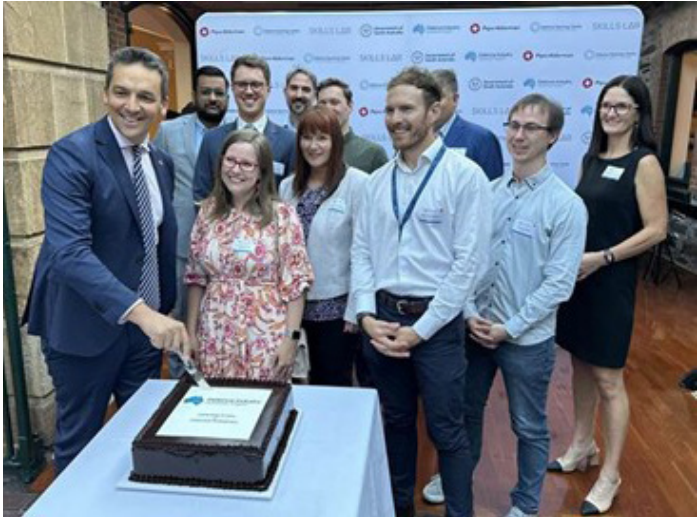


Travis Shueard, Laura Coppola, Mallory Papps and Indi Strother attended the 'See Differently Rock Stars & Pop Stars: Music Trivia & Bingo Night' event with **DTC** board members. Unfortunately, the team didn't win, but they did get to meet Slash (also known as Mallory's dad)!



Travis Shueard represented Piper Alderman at the launch of the **2025 Defence Industry Leadership Program** at Ayers House. Piper Alderman is the program's major sponsor this year.

Travis spoke about our firm's long-standing presence in South Australia and our expertise in the defence sector. The event was attended by esteemed guests, including Federal Minister for Defence Industry Pat Conroy, State Minister for Education Blair Boyer, senior ADF officers, and industry professionals.



Laura Coppola attended the annual Pathways Expo for year 10 – 12 students hosted by her alma mater, **Immanuel College** and spoke to students about life as a lawyer.



Travis Shueard has travelled to Melbourne throughout the year, studying Trade Marks Practice at the **University of Melbourne** as part of his Masters.



Tim O'Callaghan attended a Federal Court mediation in Brisbane representing **Penfold Property Group**, a property development company currently defending Federal Court trade mark infringement proceedings brought by Penfold Projects Pty Ltd, a landscaping business. The parties reached a confidential settlement, resolving the dispute and allowing our client to continue operating under its existing brand and services.

Seen here with clients **Marc Wikinson** and **Erin Poulton**.



Tim O'Callaghan represented Adelaide Office at our Brisbane End of Financial Year function (Its hard work, but someone has to do it).



Eilish Gigney attended the INTA annual meeting in San Diego, USA. This event took place in May with 10,000 other trade mark delegates. It was a fantastic opportunity to catch up with friends and colleagues, old and new.

Travis Shueard co-hosted the Defence Industry Dinner and Awards Ceremony with LTCOL Dr Sharon Mascall-Dare OAM (Army) and Celanie Meyer (Ascent).



Tim O’Callaghan and **Mark Gordon** were given a private tour of **Haigh’s** new factory in Salisbury by Alistair Haigh.



Travis’ Great Dane, Trevor, turned 4.



The IPT Team celebrated another successful year at their Christmas lunch.

“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 2026!”



Tim O’Callaghan

Head of Adelaide Office
Deputy Managing Partner
Intellectual Property Partner

T +61 8 8205 3450
E tocallaghan@piperalderman.com.au



Eilish Gigney

Special Counsel
Registered Trade Marks Attorney

T +61 8 8205 3348
E egigney@piperalderman.com.au



Travis Shueard

Special Counsel

T +61 8 8205 3433
E tshueard@piperalderman.com.au