

# Trevor Choy Intellectual Property Lawyer



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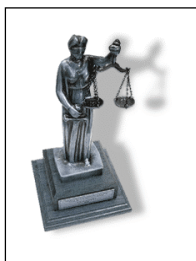
Trevor Choy practices exclusively in intellectual property law. Prior to his legal career, he worked in the advertising industry, and gained experience in brand development. He now uses this knowledge to deliver expert advice on all aspects of product and brand development and protection.

## **EDUCATIONAL BACKGROUND**

Trevor was educated at Scotch College (Dux - Junior School) and University High School (Gifted Children's Task Force Acceleration Program), and studied law at Monash University, attaining B.Juris/LL.B qualifications.

## **EMPLOYMENT**

Trevor worked for 4 years in the advertising industry before commencing his legal career in 1994. He practised at commercial law firms Jerrard & Stuk (1994 to 1998) and McMahon Fearnley (1998 to 1999) before setting up Choy Lawyers in 1999. He is the only Australian lawyer to have previously worked in the advertising industry, and this unique experience supports his specialisation in brand protection law, encompassing trade marks, copyright and registered designs. His particular skill lies in understanding both marketing and legal perspectives simultaneously, enabling the development of innovative solutions to legal problems.



Choy Lawyers acts for Australian and international consumer product companies and manufacturers, particularly on the development and protection of new products and brands. These include several from the BRW Top 1000 Australian Companies and the BRW 100 Fastest-Growing Australian Companies lists. In 2005, Choy Lawyers won the Best Intellectual Property Law Firm award at the Australian Law Awards.

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## **SEASONAL LECTURER**

Trevor lectures in Copyright and Trade Marks law at the Royal Melbourne Institute of Technology, Monash University and Swinburne Institute of Technology. He also recently wrote the Intellectual Property Law syllabus for RMIT's Masters of Design degree and was a guest examiner and lecturer.

## **ADVISER TO FEDERAL GOVERNMENT**



Trevor is a member of the Advisory Council on Intellectual Property, a group of 13 specifically appointed industry figures that advises the Federal Minister for Innovation, Industry, Science and Research on intellectual property laws in Australia (particularly amendments to legislation) and the administration of the Australian trade marks and patents office, IP Australia. This position allows him to be a voice for the intellectual property community to the Australian government.

## **QUOTES FROM LEGAL PROFILES**

### **Intellectual property - Highly recommended**

"Trevor Choy is considered "creative, yet detailed", and is thought to understand the client's industry and the issues facing its business."

### **Media & Entertainment law - Highly recommended**

"Trevor Choy is described as "always responsive", "knowledgeable", and "uses both sides of his brain". He is also said to be "creative, yet detailed", and one client comments that he "understands the industry we are operating in and the issues facing our business"."

## **QUOTES FROM ASIA PACIFIC LEGAL 500**

International who's who legal directory, Asia Pacific Legal 500 recommends Choy Lawyers for Intellectual Property, saying:

"Melbourne-based IP boutique Choy Lawyers has made an immediate impact in the sector, prompting one client to rate them 'as one of the top legal practices that I have dealt with in my 40 years in business'. Having worked for several years in the advertising industry, principal Trevor Choy offers a uniquely commercial insight into brand protection. The firm advises a range of clients in the graphic design and advertising industry, who appreciate the firm's use of 'marketing and strategic concepts in IP protection'."

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## **SPEAKING ENGAGEMENTS**



Trevor is passionate about informing businesses of the importance of branding and brand protection, and uses his advertising industry experience to conduct presentations for trade associations, including:

- Australian Graphic Design Association
- Melbourne Art Directors Club
- Australian Trade Commission
- Victorian Government Department of Innovation
- Furnishing Industry Association of Australia
- Australian Institute of Management
- Australian Corporate Lawyers Association
- CPA Australia
- CPA Congress 2005
- Institute of Chartered Accountants Australia
- CEO Institute
- Australian Businesswomen's Network
- National Speakers Association
- Australian Booksellers Association
- Australian Small Business Development Conference 2004, 2008
- Australian Marketing Institute Conference 2005

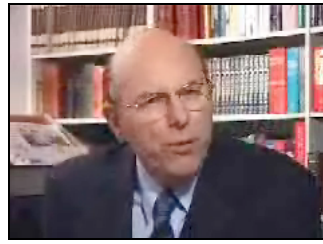
Recent international presentations include seminars for:

- Fiji Island Visitors Bureau
- New York Intellectual Property Lawyers Association
- Austin Intellectual Property Lawyers Association; and
- leading New York intellectual property law firm Kenyon & Kenyon.

These seminars are in addition to workshops run for discussion groups (primarily for the Institute of Chartered Accountants Australia and CPA Australia). Trevor is also the primary presenter on intellectual property topics for the Leo Cussen Institute.

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## **MEDIA INTERVIEWS**



Trevor's opinion is regularly sought by the media for his opinions on key developments in intellectual property. Australia's leading business journalist and commentator, Robert Gottlieb, called Trevor "one of the top brand protection lawyers in the region". Interviews have included:

- BRW
- Melbourne Age
- Sydney Morning Herald
- Herald Sun
- Daily Telegraph
- Adelaide Advertiser
- Channel 9's Small Business Show
- ABC Television's Business Daily with Robert Gottlieb
- Channel 7's Today Tonight
- Wealth Creator TV show (Foxtel)
- ABC National Radio
- Australian Legal Business
- American Lawyer
- Ad News
- B&T (advertising industry periodical)
- Artichoke magazines (design industry magazine)
- Marketing & eBusiness magazine
- Australian Creative magazine
- CFO magazine
- ZDNet magazine
- AGENDA magazine

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## **OTHER ACTIVITIES**

### **Recent and past memberships/activities**

- International Trademark Association
- American Intellectual Property Lawyers Association
- Licensing Executives Society of Australia and New Zealand
- Commercial Law Section, Law Institute of Victoria
- Legal Documentation Committee, Law Institute of Victoria (Committee member, 1996 - 97)
- Young Lawyers' Section, Law Institute of Victoria (Editorial committee member, 1995 - 97)
- Australian Graphic Design Association
- MENSA
- Toastmasters International

### **Sports**

- Scuba diving, Gliding, Archery, Skiing

### **Interests**

- Photography, Industrial design

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