

IP insights: May 2025

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Welcome to your round up of the most important news and insights in intellectual property.

In this month's edition:

- IP Team at INTA 2025.
- Advertising trends: Influencers, intellectual property and image rights.
- Giles Parsons on BBC Radio 4's You and Yours.
- Trade mark strategy in a global market.
- Patent litigation strategies in the UPC and UK.
- Metro's runs afowl of Morley's marks in Court of Appeal.

Browne Jacobson's IP Team at INTA 2025 in San Diego

We're heading to INTA 2025! Our team will be taking part in various panels and table talks as well as meeting colleagues, old and new. If you'd like to meet us, click through to see who's going and where we will be.

[Meet our attendees](#) →

Advertising trends: Influencers, intellectual property and image rights

Influencers dominate our social media feeds with subtle (and not so subtle) marketing cues. Faye McConnell discusses the efforts of regulators to put in place legislation and guidelines around influencer marketing, the EU's moves towards this end and the EUIPO's widely anticipated decision on face trade marks.

[Read more](#) →

Giles Parsons on BBC Radio 4's You and Yours

Partner and IP expert Giles Parsons was interviewed on BBC Radio 4's You and Yours 'Fake Companies, Pirate Books and Asda' episode. Giles discussed copyright infringement, dynamic blocking orders and LibGen. Giles' segment starts at 30.08.

[Listen here](#) →

Trade mark strategy in a global market

Online marketing and sales have muddied the waters when it comes to the use of territorial IP rights globally. Declan Cushley looks at the UK and EU courts approach to determining use, or lack thereof, of trade marks in a given jurisdiction.

[Read more](#) →

Patent litigation strategies in the UPC and UK

Mark Daniels reflects on the impact the UPC has had to date. While the article sets out the opportunities the UPC offers (alongside some of the challenges it poses to litigants), it also highlights the continued role of the national courts.

[Read more](#) →

Metro's runs afowl of Morley's marks in Court of Appeal

If you live in South London you will have almost certainly heard of Morley's. The latest judgment in the iconic takeaway's dispute with Metro has been handed down by the Court of Appeal. The judgment gives guidance on the assessment of customer confusion and also offers clarification around sub-licensing rights.

[Alice Elliott-Foster explores the key 'takeaways'](#) →

Key contact



Declan Cushley

Partner

declan.cushley@brownejacobson.com

+44 (0)20 7965 3991

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