

# Bonita Trimmer

Consultant

 **Birmingham**

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Bonita is a consultant in our intellectual property and technology team with over 25 years' experience assisting clients with their IP strategy and portfolio management and to resolve IP disputes with a particular focus on brands, copyright and designs. Bonita also heads up our advertising regulation team helping businesses to robustly promote their products and services without getting on the wrong side of the regulators.

Bonita has acted in number of the UK's leading trade mark cases in IPEC, the High Court and Court of Appeal including Comic Enterprises v Fox, London Taxi v Frazer Nash and most recently Match v Muzmatch. She also successfully defended Wolverhampton Wanderers FC in copyright litigation brought against the club about its iconic wolf head club badge. She is a formidable litigator, when necessary, but is known for really caring about getting the very best outcome for her clients however that can be achieved by 'for example, settling, rather than ploughing on needlessly with litigation'.

Bonita's industry experience spans retail, fashion and beauty, sports and leisure, digital products and automotive. She has a diploma in Intellectual Property Law and Practice and has written over 50 articles on IP issues published in Practical Law, Managing Intellectual Property Magazine, European Intellectual Property Review, among others.

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## Expertise

Advertising and marketing

Copyright and related rights

Designs

Dispute resolution and litigation

Trade marks

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## Featured experience

### Children's wear brand

Thwarted a business-critical claim of design infringement against an emerging children's wear design and manufacturer.

### The Match group

Acted for Match and Tinder in their successful trade mark proceedings against online dating business Muzmatch.

### Wolverhampton Wanderers FC

Successfully defended the club in copyright litigation about the club's iconic wolf head club badge.

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## Testimonials

*"Bonita Trimmer and Giles Parsons regularly team up to secure victories for their clients. They have recently been acting for the Match group in a high-profile trademark infringement matter against Muzmatch Limited at the IPEC and Court of Appeal, in which the duo successfully enforced their client's marks and saw to the rebrand of Muzmatch."*

**World Trademark Review 2024,**

*"She has an encyclopaedic knowledge of trademark law, keeps up to date with recent developments, and has great attention to detail, excellent judgement and good relationships with her clients."*

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*"Bonita Trimmer is detail-oriented and doesn't leave anything to chance."*

**Chambers and Partners 2023,**

*"Bonita Trimmer is very commercially astute."*

**Legal 500 2022,**