

# Faye McConnell

Principal Associate

 London

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Faye is a brands expert. Recognised as a Rising Star by Legal 500 and Managing Intellectual Property, an IP leader by WIPR, and shortlisted for Rising Star of the Year by MIP in 2024, she advises on brand strategy and enforcement, supply chain contracts, sponsorship deals, collaborations, advertising clearance and consumer law compliance. Faye specialises in the fashion, beauty and media sectors.

Having spent two years seconded to Camelot, she understands what clients need and they value her pragmatic approach. Faye acts for many global luxury fashion and beauty houses as well as mass market brands. Her everyday dealings with clients including a luxury conglomerate, Iconic London, an international fashion group and DPD UK mean she knows the biggest issues facing the sector and its suppliers right now. Faye's advice has helped brands expand internationally, adapt to omnichannel selling and implement their marketing strategies. Many of these projects are confidential and the clients Faye works with require anonymity.

Faye also has a number of clients in the film production industry and regularly advises them on their arrangements with major film studios.

Faye combines this sector knowledge with technical expertise. She obtained a distinction on the IP Diploma from the University of Oxford and writes opinion pieces for publications such as Retail Week and technical precedent documents for LexisNexis.

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## Expertise

Advertising and marketing

Agency and distribution

Anti-counterfeiting

Ascensus: for in-house lawyers and business leaders

Commercial

Commercial contracts for retail

Commercial law

Complex licensing, R&D and collaboration

Consumer and e-commerce

Copyright and related rights

Designs

Dispute resolution and litigation

Intellectual property

Intellectual property claims

Intellectual property for retail

Intellectual property law for academy trusts and schools

International

Patents and patent litigation

Startup services

Supply, manufacturing and logistics

Trade marks

Trade secrets and confidential information

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## Featured experience

### **The London Electric Vehicle Company**

In the Court of Appeal, in a case that shaped the law on 3D trade marks.

### **Luxury watchmakers**

Faye has helped various brands enforce against infringers. Seeing both sides of the coin, Faye has also given proactive advice to minimise the risks of grey market and daigou selling.

### **Wolverhampton Wanderers Football Club**

In the High Court, successfully defending a copyright infringement claim about the club's iconic wolf head logo.

### **Classic luxury fashion house**

Supporting the brand's launch on Farfetch. Contractual negotiations, drafting and support on the wider business implications of the project.

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# Testimonials

*"Faye is knowledgeable, swift at responding and has an ability to translate technical legal information into relevant business information. Her commercial mindset is highly appreciated, as is her clear, well-informed advice, which is invaluable when it comes to acquiring new trademarks across the world."*

**World Trademark Review 2024,**

*"Faye is extremely knowledgeable and provides well-considered and pragmatic advice on a range of contentious and non-contentious matters. She is very skilled, dedicated and has a commercial mindset, which is highly appreciated."*

**World Trademark Review 2023,**

*"Faye McConnell is a very knowledgeable, commercial and client friendly lawyer who has proved an invaluable member of our team."*

**Legal 500 2021 ,**

*"Faye McConnell is extremely easy to work with. She is open and friendly, and makes you feel at ease. All of the work requested has been performed with minimal fuss, and Faye and the team are always on hand and available to support with any queries or issues; large or small."*

**Legal 500 2022 ,**