



SIMON R REEVES

CORPORATE TRADEMARK ATTORNEY

PROFILE

A dedicated and enthusiastic IP in-house professional who takes pride in making a difference in the roles he takes on, particularly as a Leader of Trademark Teams. Always seeking to improve the visibility and quality of the service the Team provides to the Business as well as motivating and developing the individuals within the Team.

CAREER DETAILS

MAY 2019 - NOV 2019

BASCK LIMITED, [CAMBRIDGE] - TRADE MARK ATTORNEY

SEP 2018 - MAR 2019

RECKITT BENCKISER [SLOUGH] - CONSULTANT TO HEAD OF TRADEMARKS

MAR 2018 - JUL 2018

IP ASSET PARTNERSHIP LTD [OXFORD] - DIRECTOR OF TRADE MARKS

RESPONSIBILITIES INCLUDED

- Responsibility for developing and building a Trademark Practice alongside established Patents Practice
- Advising Clients on a variety of contentious and non-contentious issues involving Trademarks, copyright, Designs and related IP

OCT 2010 - FEB 2018

SYNGENTA AG - HEAD OF TRADEMARKS

RESPONSIBILITIES INCLUDED

- Management of a Team of 10 individuals comprising 5 Attorneys, 3 Paralegals and 2 admin support staff located in Basel Switzerland
- The clearance, protection and enforcement of Trademarks, copyright, Designs and Domain Names, Portfolio of Trademarks circa 30 000

KEY ACHIEVEMENTS

- Successfully implementing a strategic change in approach to Trademark protection by creating and protecting marks centrally and placing them in a 'Bank' for adoption across the Business for new brand launches.
- Reducing the annual external budget spend for Trademark related activity by circa \$ 2m as a result, of a series of rigorous portfolio reviews and the implementation of new Trademark protection and opposition strategies
- Centralising advisory and Trademark protection and enforcement services provided to North America in Basel
- Developing an effective collaboration with Product security to devise and implement a strategic cross functional approach to anti-counterfeiting and lead the legal enforcement of Trademarks and related IP rights in this context
- Proposing and implementing a restructure of the Trademark function by creating an operational support team of up skilled paralegals and a Business facing attorney team focused on effective business partnering

JAN 2004 TO 2010

ASTRAZENECA PLC - DIRECTOR OF TRADE MARKS GROUP ASTRAZENECA PLC

RESPONSIBILITIES INCLUDED

- Management of a Team of 16 individuals comprising 8 Attorneys and 8 support staff on 3 sites, located in the United Kingdom, Sweden and the U.S.
- The clearance, protection and enforcement of Trademarks, Copyright, Designs and Domain Names; Portfolio of Trademarks circa 40,000

KEY ACHIEVEMENTS

- Redefining of all roles within the Trademarks Group to reflect change of focus by Global Marketing - our principal Client, from a Therapy Area model to a Brand and Project driven model.
- Enabling the Attorneys to act as Legal Advisors and Business Partners while developing the Paralegal Assistants to take on the routine prosecution and renewal of trademarks.
- Successfully presenting a Business case for and then establishing the Trademarks Group in the U.S., a team which currently consists of two U.S. Attorneys and 1 para-legal.
- Obtaining the transfer of responsibility for the management of our external Budget spend from Global Marketing
- Obtaining the internal transfer of responsibility to the Trademarks Group for advice relating to copyright and the management of trademark and associated litigation
- Assuming control of all our key processes including filing trade mark applications and the renewal of trade marks.
- Personally representing AstraZeneca in an external professional capacity as President of the European Communities Trademark Association [ECTA].

1995 - 2003

ALLIED DOMECQ PLC - HEAD OF GROUP TRADE MARKS DEPARTMENT

RESPONSIBILITIES INCLUDED

- Management of a team of 12 persons – 4 Managers and 8 support staff on two sites located in the United Kingdom and Canada
- The clearance, protection and enforcement of Trademarks, Copyright, Designs and Domain Names; Portfolio of Trademarks circa 20,000
- Management of well known alcoholic beverage brands including BALLANTINES whisky, COURVOISIER cognac, and MALIBU rum

KEY ACHIEVEMENTS

- Restructuring of the Department in the UK; successfully presenting a Business case for and then establishing the Department in North America
- Significant IP Advisory role in Disposal of LYONS Business and acquisition of the DOMECQ Business, leading to the creation of the new company, Allied Domecq plc
- Responsible for the Revision, Restatement and communication of the Group IP Policy
- Successful management of Trademark Infringement actions in a number of countries, most notably against imitators of our MUMM champagne, MALIBU rum and TIA MARIA coffee liqueur products.

1993 - 1995

ALLIED DOMECQ PLC - TRADEMARKS MANAGER, SPIRITS AND WINE DIVISION

1989 - 1993

UNILEVER PLC - TRADEMARKS MANAGER

RESPONSIBILITIES INCLUDED

- Clearance, protection and enforcement of Trademarks within the Food Division

KEY ACHIEVEMENTS

- IP support to launch of OLIVIO margarine
- Successful litigation against infringers of the frozen confectionery trademark WALL'S GINO GINELLI

1987-1989

WITHERS & ROGERS, PATENT & TRADEMARK ATTORNEYS - TRAINEE TRADEMARK

1984-1986

GABY HARDWICKE SOLICITORS - ARTICLED CLERK

PROFESSIONAL QUALIFICATIONS

- 2002 ● **BARRISTER** - Called to the Bar of England and Wales
- 1993 ● **TRADE MARK ATTORNEY**

EXAMINATIONS

- 2000 - 2002 ● **BAR VOCATIONAL COURSE ASSESSED – “Very Competent”**
- 1993 ● **ADVANCED PAPERS FOR QUALIFICATION AS A TRADE MARK ATTORNEY**
- 1990 ● **INTERMEDIATE PAPERS FOR QUALIFICATION AS A TRADE MARK ATTORNEY**
- 1980, 1983 ● **BIRMINGHAM UNIVERSITY, HONOURS DEGREE IN LAW (LLB) CLASS 2.2**
Aitchison Memorial Prize awarded for academic merit and Leadership of Student Law Faculty Association
- 1972, 1979 ● **KING EDWARD VI SCHOOL, BATH, 3 ‘A’ Levels, 10 ‘O’ Levels,**
Carrington Prize for History

ADDITIONAL TRAINING /PROFESSIONAL DEVELOPMENT

- 1994 - 1997 ● **MEMBER OF COUNCIL, CHARTERED INSTITUTE OF TRADE MARK ATTORNEYS- UK**
- 1996 & 1997 ● **ALLIED DOMECQ BUSINESS LEADERS PROGRAMME, RESIDENTIAL COURSE AT BOSTON COLLEGE, BOSTON, USA**
• Centre for Executive Education
- 2004 - 2010 ● **MEMBER OF MANAGEMENT TEAM, EUROPEAN COMMUNITIES TRADE MARK ASSOCIATION**
- 2008 - 2010 ● **PRESIDENT EUROPEAN COMMUNITIES TRADE MARK ASSOCIATION**

LANGUAGE SKILLS

- FRENCH ———> FLUENT
- ITALIAN ———> FLUENT
- GERMAN ———> A - LEVEL
- SPANISH ———> INTERMEDIATE

INTERESTS

- Hiking/Walking – Holder of Duke of Edinburgh Gold Award
- Tennis, Music