

## **CURRICULUM VITAE**

### **PERSONAL DETAILS**

|                      |                        |
|----------------------|------------------------|
| <b>Name</b>          | Debrett Gordon Lyons   |
| <b>Date of Birth</b> | 24 March 1958          |
| <b>Nationality</b>   | Australian and British |

### **SECONDARY EDUCATION**

|         |   |
|---------|---|
| 1970-75 | Fort Street Boys' High School, Sydney                 |
| 1974    | “Fortian” Magazine Committee<br>“Cramp” Debating Team |

### **TERTIARY EDUCATION**

|      |   |
|------|---|
| 1982 | Bachelor of Science (Chemistry)<br>University of Sydney |
| 1985 | Bachelor of Laws<br>University of Sydney                |
| 1989 | Bachelor of Arts (Philosophy)<br>University of Sydney   |

### **ADMISSIONS AND OTHER QUALIFICATIONS**

|                |  |
|----------------|--|
| July 1985      | Admitted as a Solicitor in New South Wales   |
| March 1991     | Admitted as a Solicitor in England and Wales   |
| September 1994 | Registered Trade Mark Attorney ( United Kingdom)                                     |
| April 1996     | Professional Representative before OHIM ( European<br>Union Trade Marks and Designs) |
| March 2000     | Registered Trade Mark Attorney ( Australia)  |

## PRIZES AND SCHOLARSHIPS

|         |  |
|---------|--|
| 1981    | G.A.M. Heyden Memorial Prize for <i>Perspectives on Science &amp; Technology</i> (University of Sydney) (1st)          |
| 1982-83 | Summer Scholar<br>Department of Law<br>Research School of Social Sciences,<br>Australian National University, Canberra |

## EMPLOYMENT

|                   |   |
|-------------------|---|
| Dec 04 – Present  | <b>World Intellectual Property Organisation</b><br>IP and Domain Name Dispute Arbitrator  |
| May 01- Dec 04    | <b>Berwin Leighton Paisner</b><br>Solicitors, London<br>Partner and Head of Practice Group  |
| July 97- May 01   | <b>Paisner &amp; Co ( now Berwin Leighton Paisner )</b><br>Solicitors, London<br>Head of Trade Mark Practice                            |
| Dec 94-June 97    | <b>Stevens, Hewlett &amp; Perkins</b><br>Chartered Patent Attorneys, London<br>Registered Trade Mark Attorney                           |
| Jan 94-Dec 94     | <b>Boult, Wade &amp; Tennant</b><br>Chartered Patent Attorneys, London<br>Registered Trade Mark Attorney                                |
| Aug 92-Dec 93     | <b>Chrysiliou Moore Chrysiliou (now Chrysiliou Moore Martyn)</b><br>Intellectual Property Solicitors, Sydney<br>Senior Associate        |
| Oct 90-June 92    | <b>Mallesons Stephen Jaques</b><br>Solicitors, Sydney<br>Senior Associate and Head of Trade Mark Practice                               |
| July 89 - July 90 | <b>Boult, Wade &amp; Tennant</b><br>Chartered Patent Attorneys, London<br>Trade Mark Attorney   |
| Jan 88-Feb 89     | <b>Arthur S Cave &amp; Co (now Davies Collison Cave)</b><br>Patent & Trade Mark Attorneys, Sydney<br>Solicitor and Trainee Patent Agent |

July 85-Dec 87

**F B Rice & Co**

Patent & Trade Mark Attorneys, Sydney  
Solicitor and Trainee Patent Agent

**EXPERIENCE**

**F B Rice & Co**

Principally patent, trade mark and design matters, including:

- preparation and filing of applications
- searching and watching
- registrability/patentability advice
- prosecution of applications to completion
- *ex parte* hearings
- infringement advice
- drafting of patent specifications
- drafting of licence and assignment documents
- preparation of briefs to counsel

**Arthur S Cave & Co**

Principally patent, trade mark and design matters as outlined above and further including:

- co-ordination of major international filing programmes
- *inter partes* opposition proceedings and hearings
- opinion work in relation to passing off, copyright and trade practices (competition) law
- supervision of staff in relation to the establishment of a computerised record-keeping and due date policing system.

**Boult Wade & Tennant (1989-90)**

- Trade mark searching and prosecution (domestic, European and international) for Britain's leading high street retailer and for a major freight and transport consortium.
- Full responsibility for the firm's *ex parte* hearings.

### **Mallesons Stephen Jaques**

- Full range of contentious and non-contentious intellectual property matters including:
- Federal Court proceedings, for example: patent litigation involving detergents; Anton Piller orders for pirated software; full carriage of successful defence of registered design infringement action (plumbing parts)
- substantial commercial document drafting
- detailed commercial intellectual property advice as that area interacted with trade practices (competition) stamp duty and company law
- IP 'due diligence' reports.

Full responsibility for the office's trade mark practice, including:

- promulgation of practice guidelines
- overview of an in-house trade mark database and supervision of a para-legal responsible for its daily maintenance
- supervision of two junior solicitors in matters involving daily prosecution work and smaller oppositions
- liaison with partners and solicitors from other departments in relation to complex trade mark and brand name issues.

### **Chrysiliou Moore Chrysilou**

Variety of contentious and non-contentious intellectual property matters including:

- Federal Court proceedings for plaintiff toy manufacturer in respect of copyright and registered design infringement; for plaintiff handbag manufacturer in respect of registered trade mark infringement and passing off; application for and execution of Anton Piller orders in respect of importation of infringing toy designs.

- drafting of (animated film) character merchandising agreements and associated European trade mark filing programme
- general intellectual property and contractual advice to fast-growing inter-active video board game designer and manufacturer.

### **Boult, Wade & Tennant (1994)**

Development and co-ordination of in-house training programme and seminars on the Trade Marks Act 1994.

### **Stevens, Hewlett & Perkins**

- Principal trade mark practitioner in the firm's London office.
- Represented major UK brand owners

### **Paisner & Co ( now Berwin Leighton Paisner )**

Strategic recruitment to head up new trade mark practice. Responsibilities and achievements included :

- Agreed business plan with partnership
- Recruitment of trade mark team
- Purchase of trade mark management software
- Migration of records to new system
- National and International Conference attendance
- Speaking engagements
- Marketing initiatives leading to significant broadsheet media attention
- Team training / exam tuition
- Strategic pitches with Corporate Department

- Development of practice from inception to responsibility for 8,000 trade mark registrations
- Extension of practice to portfolios of registered designs
- Measured UK and CTM new filings tally exceeding many established practices

### **Berwin Leighton Paisner**

Appointed equity partner and head of group on merger of Paisner & Co and Berwin Leighton in May 2001.

Responsibilities and achievements included :

- Successful merger of trade mark records and computer systems of both firms
- Cross firm audit of all brand driven clients resulting in escalation of responsibility to 11,000 registrations
- Working relationship with new US affiliate Kramer Levin spearheaded by trade mark practice group
- Practice Group receives LEGAL 500 recognition in 2003
- BLP receives Chambers' "Law Firm of the Year" accolade in 2004 partly in recognition of IP services
- Integration of contentious copyright/ design practice with lateral hire of team in 2004
- Further extension of design registration practice to EU wide community designs

## **APPOINTMENTS**

### **World Intellectual Property Organisation (WIPO)**

2000 – Present

IP & Domain Name Dispute Arbitrator

**European Intellectual Property Review ( Sweet & Maxwell)**

1996-present Country correspondent ( OHIM )

**Australian Intellectual Property Law Bulletin (LexisNexis)**

May 94 -present Editorial Board

**PROFESSIONAL BODIES**

**British Institute of Trade Mark Attorneys (ITMA)**

Apr 96 - June 02 Student Lecturer

May 97- Nov 04 Committee Member - Newsletter & Information  
- Law & Practice  
- Designs  
- Internet ( Chairperson)

Sept 98- Nov 04 Director and Council Member ( by membership election)

Feb 03 Elected Fellow (by nomination)

Mar 04 – Nov 04 Treasurer ( by Council vote)

**Registration Practice Working Group ( Trade Marks )  
UK Government and Industry Liaison Group**

2000 – 2004 ITMA Representative

**Registration Practice Working Group ( Designs )  
UK Government and Industry Liaison Group**

2001 – 2004 ITMA Representative

**International Trade Mark Association (INTA)**

1998 – 2001 Committee Member - Examination Guidelines

**MARQUES**

2002 – 2004 Committee Member - Outer Limits Group

**PUBLICATIONS**

*Seeing, Hearing and Smelling Trademarks - A Sign of the Times*

[1993] 1 IPA 10

*New Code to Self Regulate Franchising Practice*, New South Wales Law Society Journal, April 1993, pp 56-59

*'Works of Artistic Craftsmanship' Remains an Enigma*

[1993] 8 IPA 2

*Copyright Law Comes to Trademark Owners' Rescue*

[1993] 10 IPA 2

*Copyright in Trade Marks* [1994] 1 EIPR 21

*Reviewing Novelty and Obviousness in Patent Law (Part I)*

[1994] 1 IPA 2

*Reviewing Novelty and Obviousness in Patent Law (Part II)*

[1994] 2 IPA 2

*Sounds, Smells and Signs* [1994] 12 EIPR 540

*Vested Rights Unbuttoned* [1995] 12 EIPR 608

*Elvis All Shook Up by the High Court* [1997] 10 EIPR 613

Co-Author, *The Community Trade Mark Handbook*, Sweet & Maxwell, 2001

Numerous updates, casenotes and book reviews published variously in EIPR, IP ASIA, CIPA Journal, ITMA Newsletter and the Australian Intellectual Property Law Bulletin.

Numerous non-academic articles on intellectual property published in The Times, The Financial Times, Mail on Sunday, New Media Age and Revolution.

## **DECISIONS**

### **WIPO Arbitrations**

Sanofi-Aventis v. Internet Marketing Inc./John Bragansa  
Case No. D2005-0742

Pedro Latorre Beroiz, V. Domain Strategy, Inc.  
Case No. D2002-0508

Société des Eaux de Volvic v. Volvic Village  
Case No. D2004-1015

Sanofi-Aventis, Aventis Pharma SA and Aventis Pharma  
Deutschland GmbH v. 1N4 Web Services  
Case No. D2005-0938

Lydian Capital Advisors, LLC v. Aldo Aquino/Lydian  
Capital Advisors SA  
Case No. D2005-0260

Teva Pharmaceutical Industries Limited v. BLTC Research  
Case No. D2005-0113

Vanessa Minnillo v. Mike Morgan  
Case No. D2005-0813

Lantek Communications, Inc. v. Jae Wan, Lee  
Case No. D2004-1020

Luvilon Industries NV v. Top Serve Tennis Pty Ltd.  
Case No. DAU2005-0004

Sanofi-aventis v. ClickStream Marketing LLC  
Case No. D2005-0769

Sanofi-Aventis v. Ve Patel  
Case No. D2005-0669

Microsoft Corporation v. Phayze Inc.  
Case No. D2003-0750

Regal Removals v. Gary Bradshaw  
Case No. D2003-0832

PepsiCo, Inc., v. Samtech  
Case No. D2003-1049

Air New Zealand Limited v. Rajkumar Ramachandran, Air  
Newzealand Pollution Control Systems  
Case No. D2002-1154

Dr. Sally Jensen v. BnB  
Case No. D2002-1139

The Society of Lloyd's v. Lost In Space S.A.  
Case No. D2002-0550

Macquarie Bank Limited v. Robert Seagle aka Oxford  
University  
Case No. D2003-0374

AT&T Wireless Services, Inc. v. GMS Webmedia  
Case No. D2003-0119

Fuji Photo Film U.S.A., Inc. v. LaPorte Holdings  
Case No. D2004-0971

Sanofi-Aventis v. Conciergebrain.com  
Case No. D2005-0660

Sanofi-Aventis v. Mack Tack  
Case No. D2005-0717

The Financial Times Ltd and The London Stock Exchange  
Plc v. David Sprake  
Case No. DBIZ2002-00059