

Sam Fitzgerald

Associate

fitzgerald.sam@dorsey.com

London – +44 20 7031 3731



Sam helps clients capture, protect, commercialise, and enforce their intellectual property, particularly in the FMCG, sports, and technology sectors.

Sam has experience in contentious and non-contentious intellectual property matters, including intellectual property litigation, domain name disputes, the prosecution of trademark applications, trademark clearance, anti-counterfeiting, and portfolio management.

Sam's experience extends to transactional matters, such as the IP elements of mergers and acquisitions, sponsorship arrangements, and the licensing of intellectual property and he advises on a wide range of technology related transactions, commercial contracts, and compliance matters.

Sam also has experience in advising clients in relation to ambush marketing, particularly in the sports sector.

Select Experience

- Advised an architectural practice in proceedings in the Business and Property Courts relating to the termination of a trade mark license agreement.
- Acted for a National Olympic Committee in relation to the brand protection, enforcement and ambush marketing prevention for the Tokyo 2020 Olympic Games, Beijing 2022 Winter Olympic Games, Birmingham 2022 Commonwealth Games and Paris 2024 Olympic Games. *
- Acted for a large multi-national alcoholic beverage business in a complex series of 25 trade mark opposition, revocation and invalidity proceedings at tribunal level. *
- Acted for an international building materials manufacturer in the successful prosecution of a domain name dispute against a former supplier. *

Education

- University of Canterbury (LLB, 2017)
- University of Canterbury (B.A., Political Science & History, 2017)

Bar Admissions

- New Zealand