

## Anneka Dalton

Counsel  
London

### Biography

Anneka works in the Brands team within the firm's Intellectual Property practice. She has particular experience in trademarks and domain names, and is particularly known as an IP litigator, regularly acting for clients in proceedings before the English High Court, Court of Appeal and Intellectual Property Enterprise Court (IPEC). She also advises clients on every aspect of brand strategy, including the development, protection, exploitation, and enforcement of intellectual property rights. She has a common-sense approach and provides commercially-minded and practical solutions to complex legal problems.

Anneka has a special interest in IP issues relating to e-commerce and intermediary service providers, which present ever-more complex challenges to online commercial operators as online activity continues to outpace the legal framework which predated it. She recently acted for a major online retailer in trademark infringement proceedings in the English Court of Appeal relating to use of third party brands in its online stores, and for a global FMCG brand in trade mark infringement proceedings issued in the Intellectual Property Enterprise Court (IPEC).

Anneka's litigation and disputes experience also extends to UK Intellectual Property Office and domain name complaints, and beyond those with a strict IP



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### Languages

English  
French

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### Practices

Copyright  
Designs  
Domain Names  
Intellectual Property  
Litigation Services  
Trademarks and Brands  
IP Litigation, Arbitration, and  
Alternative Dispute Resolution

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focus to more general commercial disputes. She recently acted for a FTSE 100 company in a commercial licensing dispute, completed work on a US\$100 million economic duress claim against a supplier, and acted for a major online retailer in a breach of contract dispute in the High Court. She is also a solicitor-advocate, with higher rights of audience in the English Courts. Clients appreciate Anneka's client-focused, lateral-thinking approach to tackling their problems. In November 2019 she won awards from Legal Media for "Rising Star Intellectual Property" and "Rising Star UK".

## Representative experience

Acting for a global fast-moving consumer goods brand in trademark infringement proceedings issued in the Intellectual Property Enterprise Court.

Acting for a Fortune 500 company in trademark infringement proceedings in relation to use of a third party brand name in consumer quotations in the context of a competition.

Acting for a major online retailer on use of third party brands in its online stores in the UK Court of Appeal.

Acting for a FTSE 100 company in a commercial licensing dispute.

Advising on the IP aspects of high-value, cross-practice transactions, including the \$19billion acquisition by Lloyds Banking Group of Zurich's pensions business.

Acting for a well-known sports shoe manufacturer to protect its trademark rights in the UK.

Advising a variety of clients in relation to clearance, registrability and brand protection issues.

Acting for clients in UK, OHIM and other national

## Industries

Technology and Telecoms

Consumer

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## Areas of focus

IP Rights in Transactions

IP Licensing, Commercialization, and Technology Transfer

Strategic Counseling and Portfolio Development

Broadband, Internet, and E-commerce

Media and Entertainment Litigation

Fashion and Luxury Brands

Retail and Consumer Goods

Post-Grant Proceedings

Food and Beverages

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## Education and admissions

### Education

Postgraduate Diploma in Intellectual Property Law and Practice, University of Oxford, 2011

Legal Practice Course, BPP University Law School, 2008

Graduate Diploma in Law, BPP University Law School, 2007

B.A. (Hons), University of Durham, 2005

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## Accolades

oppositions, applications, invalidity actions, co-existence negotiations and related issues.

Advising on domain name acquisition and protection strategies, and acting in WIPO and Nominet domain name complaints.

Acting for a pharmaceuticals client on a US\$100m Commercial Court claim against a supplier for economic duress, breach of contract, the tort of intimidation, and unlawful means conspiracy.

## Awards and rankings

- Rising Star Intellectual Property, *Euromoney*, 2019
- Rising Star UK, *Euromoney*, 2019
- Rising Star, *IP Stars*, 2018

## Latest thinking and events

- Insights
  - Colin's reminder to UK brand owners: register your get-up!
- News
  - Podcast with Joel Smith and Anneka Dalton: Why litigate trademark disputes in the UK?
- Insights
  - The rat's out of the bag: lessons from Banksy's EU trade mark losses on grounds of bad faith
- News
  - Welcoming new IPMT partners and counsel in 2020
- Press Releases
  - Hogan Lovells Celebrates the New Year with 29 Promotions to Partner and 56 Promotions to Counsel
- News
  - EUIPO publishes 'IPR Enforcement Case-Law

"Also recommended [is] Anneka Dalton, who focuses on advising high-profile brands on trade mark and domain name issues, and has a track record handling trade mark disputes"

*Legal 500 rankings 2017*

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'A fantastic team - very organised and they have excellent technical understanding'

*Chambers 2015*

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'Excellent' [...] Anneka Dalton is 'extremely thorough and clearly passionate about her work'

*Legal 500 rankings 2017*

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Collection' on the liability and obligations of ISPs