

Georgina Hey

Partner, Norton Rose Fulbright

Georgina Hey is an intellectual property lawyer based in Sydney.

Her experience covers all aspects of brand and IP asset management, including managing the global IP and brand portfolios for large companies, and managing IP issues for the acquisition or divestment of IP.

Georgina manages and advises on pre- and post-completion IP transaction issues, such as recordals of assignment, the review of internal and external licences, sponsorship agreements, conducting pre- and post-acquisition due diligence of IP, and the development of a suitable IP ownership strategy and IP policies. She regularly advises businesses and potential vendors on implementing a strategy to strengthen the value of their IP, including prior to divestment, ensuring issues and gaps in the IP portfolio are identified before going to market to maximise business value.

Georgina's global IP and brand portfolio management experience extends to trade marks, designs and domain name management. Her trade mark experience covers all aspects of new brand clearances (including locally, regionally and globally) and IP asset protection and maintenance matters, advising on the development and protection of localised Asian brands (including the development of local character brands), advising on infringement issues and trade mark oppositions, providing IP commercialisation support and advice, packaging, labelling and advertising clearance reviews, UDRP and AuDRP actions and online brand take downs, and implementing strategies to manage worldwide trade mark, design and domain name portfolios efficiently and effectively.

Georgina manages the global IP and brand portfolios for significant Australian-based clients including IOOF, the Country Road Group (incorporating Mimco, Witchery and Trenergy), David Jones, Goodman Fielder, Star Scientific and Quayeyewear. She also manages the Australia and Asia Pacific portfolios for various global businesses such as Brookfield.

In addition to being an admitted solicitor, Georgina is a registered trade marks attorney and has a Masters in Intellectual Property Law from the University of Technology, Sydney. Georgina is recommended by leading directories and during 2020 was acknowledged by The Legal 500, the World Trademark Review and Best Lawyers.



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