

Sally Foreman

Partner

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OVERVIEW

Sally is a partner, intellectual property (IP) lawyer and registered trade mark lawyer with exceptional experience in all aspects of trade mark and brand protection, including, selecting, searching, filing and prosecuting, opposing, removing for non-use and enforcing trade marks.

She advises on trade mark protection in Australia and around the world. She has extensive experience in managing large national and international trade mark protection and enforcement projects and advising on complex, high-risk IP legal issues and IP strategy to obtain optimal organisational outcomes. She has a particular interest in protecting brands in the online environment, including in domain names and on social media and e-commerce platforms.

She is well respected for being responsive, thorough and practical in her advice and works closely with clients to maximise the commercial advantage of their trade marks and brands nationally and internationally. Sally has worked consistently with leading Australian and international companies in the financial, manufacturing, technology, motor vehicle, telecommunications, renewable energy, mining, agriculture, biotechnology, food and beverage, fashion, beauty and personal care sectors, government and educational organisations as well as with entrepreneurial individuals.

Sally has lectured at Monash University on trade marks to both undergraduate and postgraduate law students and has regularly presented to business, legal and in-house counsel groups.

She is a former Chair of the Law Institute of Victoria IP/IT Committee and former Editor of the Internet Law Bulletin and has sat on various policy panels for the Australian Domain Name Authority.

Sally is also a trained Mental Health First Aid Officer and active member of the International Trade Mark Association (INTA) Academic Committee.

PROFESSIONAL BACKGROUND

Prior to joining K&L Gates, Sally was a Principal, IP lawyer and Trade Mark Attorney at an Asia-Pacific specialist intellectual property firm. She also worked in the UK for a European Intellectual Property firm and on secondment as in-house counsel at Telstra.

ACHIEVEMENTS

- Recognised by *The Legal 500 Asia Pacific* as a Recommended Lawyer for Intellectual Property in Australia, 2025-2026
- Awarded by *Lawyers Weekly* as Partner of the Year for Intellectual Property, 2024
- Listed in *The Best Lawyers in Australia*™ for Intellectual Property Law, 2026-2027
- Recognised as a finalist by *Lawyers Weekly* in the Partner of the Year Awards for Intellectual Property, 2025
- Recommended by *Doyle's Guide* as Leading Non-Contentious Intellectual Property Lawyer, 2022, 2023 and 2024
- Recognised by *World IP Review* as an WIPR Leader, 2023-2024
- Recognised by *Who's Who Legal* Global Leader for IP-Trademarks, 2023
- Recognised by *Who's Who Legal* National Leader in Australia and New Zealand Individual for IP-Trademarks, 2023-2024
- Recognised by *Who's Who Legal Australia and New Zealand* as a Leading Trade Marks Lawyer, 2022 and 2023
- Recognised by *Managing IP Stars* as an Australian 'IP Star', 2014, 2015 , 2017, 2019 and 2020
- Recognised by *Who's Who Legal* for IP, 2021

PROFESSIONAL / CIVIC ACTIVITIES

- International Trade Mark Association Committee (INTA) member
- Licensing Executive Society Australia & New Zealand member
- INTA Academic Committee member
- Intellectual Property Society of Australia and New Zealand (IPSANZ) member
- Institute Patent and Trade Mark Attorneys of Australia (IPTA) member
- Australian Institute of Company Directors member
- Women on Boards member
- Law Institute of Victoria IP/IT Committee, Former Chair
- Australian Domain Name Authority, Former Panelist
- Stroke Association of Australia, Former CoSec

EDUCATION

- LL.M., University of Melbourne, 2003
- Bachelor of Legal Studies, La Trobe University, 1996 *(Honours)*
- LL.B., La Trobe University, 1996

ADMISSIONS

- Supreme Court of Victoria

THOUGHT LEADERSHIP *POWERED BY HUB*

- March 2026, February and March 2026 Accolades
- 16 July 2025, Brand Guardians: Effective Strategies Against Cyber Counterfeiting: Part 2
- 16 July 2025, Brand Guardians: Effective Strategies Against Cyber Counterfeiting: Part 2
- 9 July 2025, Brand Guardians: Effective Strategies Against Cyber Counterfeiting: Part 1
- 8 July 2025, Brand Guardians: Effective Strategies Against Cyber Counterfeiting: Part 1
- 23 January 2025, Be Wary: Sophisticated Scam Emails Impersonating IP Attorneys
- 1 October 2024, Fee Changes for Trade Marks and Designs in Australia–Effective 1 October 2024

NEWS & EVENTS

- 3 August 2026, K&L Gates' Global IP Practice and Lawyers Recognized in *Managing IP's* 2026 "IP Stars" Rankings
- 16 April 2026, More Than 80 K&L Gates Lawyers Across Asia-Pacific Recognised in 2027 Best Lawyers, Ones to Watch Editions
- 3 October 2025, K&L Gates' Global IP Practice, Lawyers Earn Rankings in Managing IP's 2025 "IP Stars"
- 7 October 2024, K&L Gates' Intellectual Property Practice, Lawyers Recognized in 2024 *Managing IP* Magazine's "IP Stars"

OTHER MEDIA MENTIONS

- Mentioned, "2025 Winners & Finalists", *Lawyers Weekly* (Australia), 28 April 2025

AREAS OF FOCUS

- IP Procurement and Portfolio Management

INDUSTRIES

- Consumer Goods and Services
- Household Goods

REPRESENTATIVE EXPERIENCE

- Advised an Australian telecommunications company on its local and international trade mark portfolio. This included clearance, filing, prosecution, and registration of numerous corporate brands and sub brands, undertaking due diligence before a business acquisition or divest, verifying details of trade marks and recording transfers nationally and internationally. Also, managing the assignment of the corporate trade mark portfolio between related entities and recording this across numerous jurisdictions.
- Advised a commercial arm of an Australian government department on the protection of its trade marks in the digital agriculture, seed, genetics, and medicinal psychoactive and psychedelic innovations, and clearing, registering, and managing these trade marks locally and internationally.
- Registered and managed trade marks in Australia for an international Japanese owned motor vehicle company.
- Advised a global mining company on its trade marks resulting in an extensive local and international trade mark portfolio. This included strategic advice, filing, prosecution, and registration of corporate and product brands in Australia and internationally.
- Advised a major provider of business, information technology, and communications solutions on protecting its brands nationally and internationally. This included clearance, filing, prosecution, and registration of numerous corporate brands and sub brands, and advising on protection of existing and new brands following acquisition of new companies.
- Advised a green energy and technology company on its trade marks, including strategic advice, filing, prosecution, and registration of corporate brands and several sub brands in Australia and across the world.
- Acted for an Australian postal and parcel delivery business in trade mark opposition/invalidity proceedings in the UK and other Asia-Pacific countries.
- Advised an Australian biotechnology company on the filing, prosecution, and registration of a new key brand in over 120 countries.
- Advised on and managed a rebrand of the key corporate trade mark for an Australian water company.
- Acted for an Australian owned fragrance company in defending allegations of contraventions of the Australian Consumer Law.

- Managed the Australian, New Zealand, and Pacific Island trade mark portfolio of a global financial investment business, including filing, prosecution, and registration of its global brands in these jurisdictions and conducting trade mark opposition proceedings in Australia.
- Advised on and managed a national branding strategy for an Australian electricity provider.
- Advised an international hair replacement specialist business in the management of its global trade mark portfolio including filing, prosecuting, and registering its trade marks, and enforcing its rights via opposition proceedings in Australia, Europe, and the US.
- Managed the global trade mark portfolio of an Australia-headquartered international saddle and saddlery business, including filing, prosecuting, and registering its trade marks and engaging in enforcement action overseas.
- Advised an Ireland-based international alcoholic beverage business on the protection of its brands in Australia, New Zealand, and Pacific Island countries, and managing the subsequent filing, prosecution, and registration of these trade marks.
- Managed the Australian and New Zealand trade mark portfolio of a global spirits producer and its seven related international businesses.