

# Jonathan Feder

## Partner

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## OVERVIEW

Jonathan Feder leads the Australian Intellectual Property group. He has experience in a broad range of legal areas relating to intellectual property, including registration of trade marks and designs, trade mark and design enforcement, copyright protection and enforcement, trade practices and licensing of intellectual property rights.

Jonathan acts for a range of well-known brands and has a particular focus in protecting and enforcing the intellectual property of many well-known and leading Australian and overseas fashion houses. He manages and enforces a range of large trade mark portfolios and he has acted for clients in numerous trade mark opposition matters and non-use actions in Australia and New Zealand.

Jonathan has acted for clients in numerous leading intellectual property cases in the Federal Court of Australia including *Elwood Clothing v Cotton On Clothing, Seafolly v City Beach, Boutique Homes v Inform Design, Fry Consulting v Sports Warehouse, Deckers v Vaysman, Seafolly v Leah Madden, Review v New Cover Group, Review v Innovative Lifestyle Investments, Caesarstone v Ceramiche Caesar* and numerous cases for the G-Star group of companies.

Jonathan prides himself on providing clear and strategic legal advice and achieving commercial outcomes for his clients.

## PROFESSIONAL BACKGROUND

Jonathan completed his articles at a large national Australian law firm in 2003. He has also produced many successful musicals in Australia, Broadway - New York, West End - London and in Toronto, Canada. He sits on the board of Opera Australia and was a former board member of Melbourne Theatre Company, a position he held for 13 years. He also sits on the advisory board to the Faculty of Fine Arts and Music at Melbourne University.

## ACHIEVEMENTS

- Recognised by *Chambers Global* for Intellectual Property: Trade Mark & Copyright in Australia, 2025-2026
- Recognised by *Chambers Asia-Pacific* for Intellectual Property: Trade Mark & Copyright in Australia, 2025-2026

- Recognised by *The Legal 500 Asia Pacific*
  - Recommended Lawyer for Intellectual Property in Australia, 2025-2026
  - Leading Lawyer for Intellectual Property in Australia, 2019
- Recognised by *Doyle's Guide*
  - Leading Contentious Intellectual Property Lawyer in Victoria, 2021-2026
  - Leading Non-Contentious Intellectual Property Lawyer in Victoria, 2021-2026
  - Leading Intellectual Property Lawyer in Australia, 2018-2021
  - Leading Contentious Intellectual Property Lawyer in Australia, 2026
- Recognised by *Managing IP Stars* as Top Trade Mark Star – Australia (Notable Practitioner), 2021-2026
- Recognised by *World IP Review* as an WIPR Leader, 2024
- Listed in *The Best Lawyers in Australia*™
  - Intellectual Property Law, 2017-2027
  - Retail Law, 2026-2027
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- Recognised as a finalist in the Partner of the Year Awards for Intellectual Property by *Lawyers Weekly*, 2023
- Listed by *World Trademark Review* (WTR) as Recommended in *Copyright 1000: The World's Leading Patent Professionals*, 2026
- Recognised by the *World Trademark Review 1000*
  - Silver - Individual for Enforcement and Litigation in Australia, 2023-2025
  - Top Trademark Professional – Enforcement and Litigation, 2021-2024
- Recognised by *Asia IP* as an IP expert in Australia, 2022-2026
- Recognised by *Lexology Index* (formerly *Who's Who Legal: Australia and New Zealand*) as Highly Recommended for IP - Trademarks, 2019-2020, 2022-2026

## PROFESSIONAL / CIVIC ACTIVITIES

- Melbourne Theatre Company board member since 2010
- Opera Australia board member since 2017
- Member of the advisory board to the Faculty of Fine Arts and Music (Melbourne University) since 2017
- Marques member

- IPSANZ member
- Law Institute of Victoria member
- Awarded Arts Law Community Award in 2013 in recognition of Mr. Feder's pro bono commitment to the Australian entertainment industry.

## SPEAKING ENGAGEMENTS

Jonathan gives numerous presentations on legal issues facing the fashion industry and he has given presentations at various times during the Melbourne Fashion Festival and for the Intellectual Property Society of Australia and New Zealand (IPSANZ).

## EDUCATION

- LL.B., Monash University, 2002 *(Honours)*
- B.Sc., Monash University, 1999 *(Major in Pharmacology and Toxicology)*

## ADMISSIONS

- Federal Court of Australia
- High Court of Australia
- Supreme Court of Victoria

## THOUGHT LEADERSHIP *POWERED BY HUB*

- 20 January 2026, Reputation (High Court's Version): Bed Bath ‘N' Table v Global Retail Brands Australia
- 30 October 2025, Copyright Act in Australia Won't Permit Free use of Copyright Works in AI
- February 2025, Fashion Law Update–February 2025
- 26 February 2024, Battle of the Bags: UNIQLO Sues SHEIN in Japan Over Viral Handbag Dupe
- 8 November 2023, WIPO Updates Deadlines for Responses to Provisional Refusals
- 1 June 2023, Honey, I Lost the Trade Mark: Manuka Honey Declared Not Exclusive to New Zealand
- 28 November 2022, Mind the Gap: Patagonia Sues Gap For Copying Fleece Design
- August 2022, Fashion Law Update - August 2022
- 2 March 2022, PayPal Melbourne Fashion Festival: Fashion Law Seminar – Important Changes to the Designs Act
- 19 May 2021, Copyright Infringement? The Court is "Not Gonna Take It"

- 24 December 2020, Neoprene Tote Bags: Watertight Not Copyright
- 1 February 2020, Fashion Law - February 2020 Edition
- 18 October 2019, Style is everything, but style names aren't "trade marks"
- 31 May 2019, Fashion Law - May 2019 Edition
- 7 December 2018, Fashion Law Newsletter - December 2018
- 9 March 2018, Fashion Law Newsletter - March 2018
- 6 July 2016, New Balance Unsuccessfully Challenges Trade Mark Infringement Claim in China but Walks Away with a Significantly Reduced Liability
- May 2016, Chinese High Court Decision Confirms the OEM Exception to Trade Mark Infringement for the First Time
- February 2016, 98 Million Reasons to Think About how you use Your Brand in China – The Risks of not Obtaining Proper IP Protection for Your Business in China

## OTHER PUBLICATIONS

- "Copyright Implications of Generative AI Systems," *The Computer & Internet Lawyer*, September 2023
- "A Different Beat," *Ragtrader*, June 2015

## 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
- 12 February 2026, *Chambers Global* 2026 Guide Ranks K&L Gates Lawyers, Practices
- 29 January 2026, *World Trademark Review 1000* Recognizes K&L Gates IP Lawyers as Trademark Leaders in 2026 Edition
- 11 December 2025, *Chambers Asia-Pacific* 2026 Guide Recognises K&L Gates
- 3 October 2025, K&L Gates' Global IP Practice, Lawyers Earn Rankings in Managing IP's 2025 "IP Stars"
- 13 February 2025, K&L Gates Continues IP Practice Growth With Seattle Partner Addition
- 13 February 2025, *Chambers Global* 2025 Guide Ranks K&L Gates Lawyers, Practices
- 4 February 2025, *World Trademark Review 1000* Recognizes K&L Gates IP Lawyers as Trademark Leaders in 2025 Edition

- 8 January 2025, K&L Gates Bolsters Intellectual Property Practice With Orange County Partner Addition
- 7 October 2024, K&L Gates' Intellectual Property Practice, Lawyers Recognized in 2024 *Managing IP* Magazine's "IP Stars"
- 14 February 2024, *World Trademark Review 1000* Recognizes K&L Gates, Lawyers as IP and Trademark Leaders in 2024 Edition
- 23 October 2023, K&L Gates' Intellectual Property Practice, Lawyers Recognized in 2023 *Managing IP* Magazine's "IP Stars"
- 9 February 2023, K&L Gates, Lawyers Named as IP and Trademark Leaders in 2023 *World Trademark Review 1000* Rankings
- 6 October 2022, K&L Gates Recognized in 2022 *Managing IP* Magazine's 'IP Stars'
- 11 July 2022, K&L Gates Intellectual Property Practice Recognized Among Leaders in 2022 IAM Patent 1000 Rankings
- 15 March 2022, K&L Gates, Lawyers Named as IP and Trademark Leaders in 2022 *World Trademark Review 1000* Rankings
- 3 June 2021, K&L Gates Lawyers Ranked as 2021 'IP Stars' by Managing IP Magazine
- 17 February 2021, K&L Gates, Lawyers Named as IP and Trademark Leaders in 2021 *World Trademark Review 1000* Rankings
- 23 July 2020, K&L Gates Intellectual Property Practice Ranked by The Legal 500 United States 2020 Guide with Six Lawyers Recommended
- 29 June 2020, K&L Gates, Lawyers Ranked as Trademark and Patent 'IP Stars' by *Managing IP Magazine*
- 18 February 2020, K&L Gates, Lawyers Named as IP and Trademark Leaders in 2020 *World Trademark Review 1000* Rankings

## OTHER MEDIA MENTIONS

- Mentioned, "Kmart, Target accused of selling knock-off Van Cleef jewelry", *Lawyerly*, 22 September 2025
- Hey Hey It's Court Day! Daryl Somers jumps into yet another legal battle, *The Age (Australia),* 2 April 2025
- Love online shopping? Beware, these 'shadow websites' are a convincing scam, *The Sunday Age* and *The Sydney Morning Herald*, 5 May 2024
- As easy as ordering pizza: How Gen Z is shifting the debate over fakes, *The Sydney Morning Herald (Australia)*, 23 September 2023
- Fake it till you make it, *The Sydney Morning Herald (Australia)*, 22 September 2023
- How intellectual property moves in signatures and poses, *Asia IP*, 31 July 2023

- New IP issues facing the fashion industry, *LawyersWeekly.com*, 28 March 2023

## AREAS OF FOCUS

- IP Litigation
- Commercial Disputes
- IP Procurement and Portfolio Management
- Post-Grant Patents

## INDUSTRIES

- Apparel and Footwear
- Consumer Electronics
- Consumer Goods and Services
- Household Goods
- Luxury Products and Fashion
- Technology

## EMERGING ISSUES

- Artificial Intelligence (AI)

## REPRESENTATIVE EXPERIENCE

- Running major design infringement matters in the Federal Court of Australia for a number of fashion designers.
- Advising a manufacturing company on various global trade mark matters.
- Advising a media company in a non-use action filed against its trade mark.
- Advising a leather product manufacturer on its overall intellectual property portfolio.
- Running a major copyright and trade mark infringement matter for Deckers Outdoor Corporation against a ring of counterfeiters. This proceeding involved a number of search and seizure orders as well as interlocutory injunctions, freezing orders and a contempt trial in the Federal Court of Australia.
- Advising Factory X in relation to a trade mark infringement claim in the Federal Court of Australia brought against CupoNation GmbH.
- Obtaining search & seizure orders for numerous clients including Jellycat and G-Star.

- Running trade mark opposition proceedings and non-use proceedings both at IP Australia as well as appeals at the Federal Court of Australia.
- Running copyright infringement, trade mark infringement, trade practices and passing off matters in the Federal Court of Australia for numerous clients including Seafolly, Shane Delia, Factory X, Tokidoki, G-Star, Ladakh, Caesarstone, Electrical Home-Aids and Elwood Clothing.
- Acting for Caesarstone in appealing two decisions of the Australian Trade Marks Office to the Federal Court of Australia and in defending a trade mark cancellation action.
- Acting for an Australian health food and beverage company to enforce its intellectual property rights throughout the world which has included advising on a trade mark infringement action in Poland relating to an alleged infringement of one of its beverage trade marks.
- Advising fashion company Alexander McQueen in relation to filing a trade mark application for MCQUEEN which was opposed by Metropolitan Services Ltd, the owner of the CHRISTINE MCQUEEN trade mark.
- Acted for Rachael Finch, an Australian health and media personality, defending a trade mark infringement action.
- Acting for an Australian food container company in respect of design and trade mark protection strategies, IP portfolio management and acting in a Supreme Court proceeding against its former distributor in the UK.
- Advising Seafolly in copyright infringement proceedings which have been issued in Canada and France.
- Acted for Jets Swimwear in a design infringement claim in the Federal Court of Australia.