

Tony Watson

Partner

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OVERVIEW

Tony Watson is a partner in the firm's intellectual property law group. He acts in both prosecution and litigation matters.

Tony acts for Australian and international clients in advising, prosecuting, enforcing and defending trade marks, designs, patents, copyright and trade secrets and litigation proceedings concerning these rights and related trade practices litigation.

Tony provides pro-active commercial advice in these areas on all aspects of registration, prevention, protection and enforcement. He is a “big-picture'” thinker and an excellent strategist in brand protection and in large litigation cases. He has had over 25 years experience in advising clients in enforcement programs, brand protection strategies and large court actions involving a broad range of intellectual property and trade practices issues.

Tony has been recognised as one of Australia's leading alternative dispute resolution and life sciences lawyers by *The Best Lawyers in Australia™.*

ACHIEVEMENTS

- Recognised by *The Legal 500 Asia Pacific* as a Recommended Lawyer for Intellectual Property in Australia, 2026
- Recognised by the *World Trademark Review 1000* as a
  - Silver - Individual for Enforcement and Litigation in Australia, 2024-2025
  - Silver - Individual for Prosecution and Strategy in Australia, 2023-2025
  - World's Leading Trademark Professional, 2017, 2020-2023
- Recognised by *Lexology Index* (Formerly *Who's Who Legal: Australia and New Zealand*) as a Recommended Lawyer for IP-Copyright, 2022-2025
- Listed by *Best Lawyers in Australia™*

  - Life Sciences Practice, 2018-2023, 2025
  - Alternative Dispute Resolution, 2014-2023
- Recognised by *Managing IP Stars* as a Trade Mark Star – Australia, 2018, 2020-2021
- Recognised by *Chambers Asia-Pacific,* for Intellectual Property: Trade Mark & Copyright - Australia, 2019-2020
- Listed by *Doyle's Guide* as a recommended
  - Leading Intellectual Property Lawyer in Australia, 2022
  - Leading Intellectual Property Lawyer in Victoria, 2018
  - Leading Contentious Intellectual Property Lawyer in Victoria, 2018-2026
  - Leading Trade Mark Lawyer in Victoria, 2016-2017
  - Copyright & Soft IP Lawyer in Victoria (Preeminent), 2015-2017
  - Trade Mark Lawyer in Victoria (Preeminent), 2015

EDUCATION

- B.A., University of Melbourne, 1983
- LL.B., University of Melbourne, 1983

ADMISSIONS

- High Court of Australia
- Supreme Court of Northern Territory
- Supreme Court of Victoria

NEWS & EVENTS

- 3 August 2026, K&L Gates' Global IP Practice and Lawyers Recognized in *Managing IP's* 2026 "IP Stars" Rankings
- 29 January 2026, *World Trademark Review 1000* Recognizes K&L Gates IP Lawyers as Trademark Leaders in 2026 Edition
- 3 October 2025, K&L Gates' Global IP Practice, Lawyers Earn Rankings in Managing IP's 2025 "IP Stars"
- 4 February 2025, *World Trademark Review 1000* Recognizes K&L Gates IP Lawyers as Trademark Leaders in 2025 Edition

- 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'
- 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
- 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
- 12 February 2019, K&L Gates, Lawyers Recognized as IP and Trademark Leaders in 2019 *World Trademark Review 1000* Rankings

AREAS OF FOCUS

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

INDUSTRIES

- Consumer Goods and Services
- Luxury Products and Fashion

REPRESENTATIVE EXPERIENCE

- Acting for Porter Davis in several Federal Court of Australia actions involving claims of copyright infringement against Metricon, Carlisle Homes and Dennis Family Corporation.

- Acting for many international brand owners in anti-counterfeiting programs involving customs programs, market watches, search orders, freezing assets and contempt proceedings. Such clients include Ugg Australia, G-Star, Dr Martens, Camper, Diesel, JellyCat, Converse, Birkenstock and American Crew.
- Defending Australian Local Directories in claims of breach of copyright and passing off and the opposition of Telstra/Sensis' application to register the word YELLOW in relation to telephone directories.
- Represented Swancom Pty Ltd (Swancom) in a Federal Court of Australia proceeding regarding the usage of the name of Swancom's iconic Melbourne hotel and music venue, the Corner Hotel.
- Acting for Carlisle Homes in relation to a copyright infringement linked to company-specific building plans against Tick Homes (Carlisle Homes Pty Ltd v Tick Homes Pty Ltd [2018] FCA 973).
- Acting for BHP in the Supreme Court of Australia cases in respect of allegations of breaches of the Trade Practices Act, breaches of contract and negligent misrepresentation.
- Acting for Seafolly in a case concerning comments made by another swimwear designer on Facebook and in the media involving allegations of misrepresentation, injurious falsehood and copyright infringement.
- Providing strategic advice in respect of trade marks and designs registration to clients including Camper, Anheuser Busch InBev, AAMI, Dr Martens and Seafolly and many other fashion and footwear manufacturers.
- Advising SNF Australia, an Australian company which manufactures chemicals used in water treatment (particularly mining), in relation to Patent Oppositions in the Australian Patents Office, and patent invalidity and patent infringement proceedings in the Federal and High Court. We have acted on various proceedings involving innovation and standard patents and patents of addition.
- Acting for Darrell Lea Chocolates on a Federal Court of Australia case involving allegations by Cadbury of breaches of the Trade Practices Act and passing off and the opposition of Cadbury's application to register the colour purple in relation to chocolate.
- Advising on copyright and design infringement proceedings for Review, Bettina Liano, AG, Elwood, G-Star, Diesel, Ladakh, Gorman, Metalicus and many other fashion designers in respect of copying their original clothing designs.
- Acting for our leading Australian automotive electronics product and service provider client, Directed Electronics, in a complex and long-running Federal Court matter involving allegations of misuse of confidential information, breaches of supplier and employment agreements, infringement of copyright, misrepresentation, payment of secret commissions, and breaches of fiduciary obligations.
- Acting for Blackmagic Design in a Federal Court of Australia action in which two former employees were found to have breached their fiduciary duties and misused confidential information of Blackmagic Design.