

Georgina Rigg

Senior Associate

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OVERVIEW

Georgina Rigg is a senior associate in the firm's Antitrust, Competition and Trade Regulation and Commercial Contracts practices groups. She advises leading global businesses on complex commercial arrangements, and on a broad range of regulatory issues affecting the development, marketing, sale and distribution of products in the UK and EU. Georgina has developed a significant regulatory practice, and advises on three closely connected areas: product compliance, consumer law and advertising, which includes advising clients on market entry requirements and go-to-market strategies. Alongside her regulatory practice, Georgina also advises on a wide range of commercial agreements, combining broad commercial contracts experience with her knowledge in intellectual property law. Georgina frequently advises the same business across a range of topics all directed towards a common objective: bringing products to market and ensuring their continued presence.

Georgina regularly advises on:

- Product compliance and product safety, including ESG and sustainability regulation, product labelling and product claims, CE and UKCA marking, medical devices, cosmetics, food, supplements, electronic and electrical products, machinery, packaging, digital product passports, chemicals, batteries and waste and recycling obligations.
- Regulatory investigations and enforcement, including product safety incidents, recalls and corrective actions.
- Commercial contracts of all shapes and sizes, from warehousing to stadium events. She has particular experience in IP-rich arrangements, including licensing, collaboration, distribution, supply, services, brand partnership, and talent, ambassador and influencer agreements.
- Advertising and marketing compliance, including claims, comparative advertising, green claims, influencer marketing, social media campaigns, promotional terms, prize draws and giveaways, and regulator complaints.
- Consumer law, including e-commerce strategies, pricing and promotions, website compliance, subscription models, consumer-facing terms and conditions, and recently, CMA consumer law investigations.

Georgina is recognised for providing pragmatic, commercially focused advice at the intersection of regulation and business strategy. Drawing on her extensive in-house secondment experience, she works closely with clients to turn complex UK and EU regulatory requirements into practical solutions.

Georgina was recognised by *The Legal 500 United Kingdom* 2027 as a Leading Associate for Commercial Contracts, which described her as “noteworthy”, and as a key team member in the firm's EU and Competition practice. She was previously recognised as a Rising Star in 2024 and as a Leading Associate in 2025–2026 for Commercial Contracts, and was named a Rising Star by *Managing IP's* IP STARS in 2026.

Georgina also takes an active role in the firm's women in the profession, social and pro bono initiatives, including managing the London office's long-standing partnership with the South West London Law Centre's legal advice clinic.

PROFESSIONAL BACKGROUND

Georgina gained experience in the intellectual property department, competition and antitrust team, and the trade regulation group during her first year with K&L Gates. Also during her training contract, Georgina gained experience in the corporate team, the Asset and Corporate Finance group, and the white collar and investigations team.

Prior to joining the firm, Georgina was a paralegal at a paralegal agency whilst she studied the LPC. In addition, she was a legal intern at a listed British beverage company and worked for over a year as a marketing and advertising executive in Soho. In 2016, she attended the vacation scheme in the firm's London office.

ACHIEVEMENTS

- Recognised by *The Legal 500 United Kingdom* in London
  - Leading Associate for Commercial Contracts, 2025-2027
  - Recommended Lawyer for EU and Competition, 2024-2027
  - Recommended Lawyer for Retail and Consumer, 2026
  - Recommended Lawyer for Intellectual Property: Trade Marks, Copyright and Design, 2024-2026
  - Rising Star for Commercial Contracts, 2024

EDUCATION

- Legal Practice Course, BPP Law School, 2016 *(with distinction)*
- Graduate Diploma in Law, BPP Law School, 2015 *(with distinction)*
- B.A., University College London, 2014 *(2:1)*

ADMISSIONS

- Solicitor of the Senior Courts of England and Wales
- Solicitor, Brussels Bar (Dutch section, EU list)

THOUGHT LEADERSHIP *POWERED BY HUB*

- 29 September 2026, New EU Green Claims Rules Are Now Live: What Brands Must Do About Old Stock
- 24 February 2026, Oh My Word(le), New York Times Succeeds in Invalidating UK WORDLE Trade Mark Without a UK Trade Mark of Its Own
- 24 November 2025, Caveat Venditor and Sellers Beware: New Rules require Product Guarantee Information for All Consumer Products
- 2 September 2025, Do Not Bottle the Truth: Major Soft Drinks Company Commits to Correcting its Recycling Claims Under EU Law
- 28 April 2025, Could This Be the Ai-nswer? A Collective Copyright Licence for Generative AI Training
- 17 March 2025, Make Protecting Your UK and EU Product Packaging and Labels Your New Year's IP Resolution. Part 2: Combatting Dupes and Copycats in the United Kingdom
- 4 March 2025, Flick the Switch Board: Get Plugged into the Latest UK Guidance on EEE and WEEE
- February 2025, Fashion Law Update–February 2025
- 22 January 2025, When Life Gives you Lemons….Thatchers Successful as Court of Appeal Finds Aldi Copycat Products Amount to Trade Mark Infringement in the UK
- 17 January 2025, Make Protecting Your UK and EU Product Packaging and Labels Your New Year's IP Resolution. Part 1: Protect Unique Packaging in the EU
- 5 March, 7 March, and 12 March 2024, EU and UK Regulatory Webinar Series
- 9 January 2024, The Battle of the Bulls: NBA Fail to Invalidate Pizza Texas Bulls Trade Mark Similar to the Chicago Bulls Logo in the United Kingdom
- 22 November 2023, Black Friday, Cyber Monday, Flash Sale…? Make Sure You Know the Rules
- 2 August 2023, Goodbye to the UKCA Mark. Lifespan of the EU's CE Mark Extended Indefinitely by the UK Government
- 1 August 2023, It's the Final Countdown…or is It?: CMA Issues Decision on Online Pressure-Selling Tactics
- 14 March 2023, Why CMA, What Large Teeth You (Could) Have! Take Care to Heed the ASA and CMA's Warnings Against Misleading Advertising
- 21 December 2022 , The ‘Standard' of Use Evidence in the EU – Advertising and Promotion Can be Enough to Show Genuine Use of a Service Without That Service Actually Crossing the Pond
- 23 November 2022, Ensure Your Discount Communications are Compliant Before You Hop on the Sales Season Omnibus!
- 16 August 2022, Just Seen to be Green? CMA Launches Investigation Into Three Fashion Companies

- 21 July 2022, Lovely Jubbly? Fictional Characters are Capable of Copyright Protection in the UK
- 7 July 2022, The NFT Collection: The Rise of NFTs – Copyright Strikes Back? (Part 3)
- 30 June 2022, The NFT Collection: A Brave NFT World – A Regulatory Review of NFT's (Part 2)
- 22 June 2022, The NFT Collection: NFT Basics and Opportunities (Part 1)
- 7 February 2022, Name and Shame On Instagram – The ASA's New Tactic For Non-Compliant Influencers
- 2 November 2021, Should Copyright Exceptions Apply to AI Mined Data? And Other Questions Raised Under the UKIPO Consultation on Artificial Intelligence and Copyright and Patents
- 21 October 2021, Cosmetic Blunder – All UK Instagram Content Must Make Clear On the Face of it that It's an Ad, Including Reels and Stories
- 7 October 2021, Optimising Your D2C E-Commerce Fashion Operation – Top 10 Tips
- 30 April 2021, Could You Be Using Your Trade Marks to Stop Unauthorised Resellers in the EU?
- 18 February 2021, Advertising in the Time of Coronavirus
- 23 November 2020, Not Such a Friendly Decision for Hugz: A New Development in Passing Off that Could Help Combat Fashion Copy-Cats
- 5 November 2020, UK Advertising Regulator Makes First Ever Ruling on Disclosures Required for Commercial Marketing via a TikTok Video
- 30 September 2020, Deep Fakes, Inventorship and Ethics – WIPO Revised Issues Paper on Artificial Intelligence
- 30 May 2020, Protection of Store Layout Under Copyright Law: The KIKO Case
- 3 February 2020, Cofemel’s First UK Outing – The Wooly World of Copyright and Designs
- 7 January 2020, More than financial – blockchain’s potential in the healthcare and life sciences industries
- 18 November 2019, Lucky number 7: IPEC Small Tracks Claims Can be Issued in 7 New Locations and Are No Longer Tied to London
- 13 November 2019, To 3D, or not to 3D, that is the question: Another twist in the Rubik’s Cube and its EU trade mark protection
- 29 October 2019, Music to our ears: some clarity on joint authorship of copyright
- 2 May 2018, EU Selective Distribution Update: Recent Developments Regarding Marketplace Bans and The Requirement for a Physical Point of Sale
- Spring 2018, EU and UK Sanctions and Export Controls Update
- 17 April 2018, CJEU provides some clarity on when a design is ‘solely dictated by its technical function’

- 12 March 2018, CMA's renewed interest in trade associations

NEWS & EVENTS

- 30 September 2026, K&L Gates Practices, Lawyers Recognised in *The Legal 500 United Kingdom* 2027 Edition
- 3 August 2026, K&L Gates' Global IP Practice and Lawyers Recognized in *Managing IP's* 2026 "IP Stars" Rankings
- 1 October 2025, K&L Gates Practices, Lawyers Recognised in *The Legal 500 United Kingdom* 2026 Edition
- 25 March 2025, K&L Gates' IP Practice Recognised in *World IP Review*'s 2025 UK Trademark Rankings
- 4 October 2023, K&L Gates Practices, Lawyers Recognized in *The Legal 500 UK* 2024 Edition
- 27 May 2021, K&L Gates Advises Dianomi PLC on AIM Admission and Fundraising

AREAS OF FOCUS

- IP Procurement and Portfolio Management
- Antitrust and Competition
- Technology Transactions and Sourcing
- European Regulatory
- IP Litigation

INDUSTRIES

- Consumer Goods and Services
- Energy
- Logistics and Warehousing
- Luxury Products and Fashion
- Transportation and Logistics

EMERGING ISSUES

- Data Centers and Energy Intensive Infrastructure
- ESG - Sustainability and Responsible Business

REPRESENTATIVE EXPERIENCE

- Advising numerous international fashion and retail companies and luxury brands, including luxury British, Italian, American, and Australian fashion and accessories labels, on brand and design protection, enforcement, litigation, licensing, and intellectual property (IP) strategy.
- Acting in close collaboration with the general counsel of a luxury hotel chain in relation to trade mark portfolio management and enforcement, and providing ongoing protection strategies and legal advice as the brand expands into different sectors, including alcohol, fashion, cosmetics and supplements.
- Undertaking a part-time secondment with a global cosmetics company and providing ongoing advice in relation to commercial contracts, product and advertising claims, and selective distribution.
- Advising one of the largest technology and logistics companies in the world and providing ongoing contract and negotiation support relating to third-party logistics and warehousing contracts.
- Providing an international cosmetics company with advice on product claims and advertising issues, including influencer marketing, "known for" claims, vegan claims, and the complex issues surrounding borderline products between the medicinal and cosmetic categories.
- Providing ongoing design portfolio advice and registration services for global footwear company.
- Advising an innovative US clothing services company with their launch into the UK market, including providing advice on commercial and consumer law relevant to their industry and drafting various contracts and online terms and conditions.
- Providing advertising and regulatory advice to an internationally renowned luxury company on the launch of a new innovative product and providing guidance on the intersection between medicines and food supplements. Reviewing product advertising and website copy and labeling and ensuring compliance with advertising law.
- Advising a global cosmetics company on various intellectual property matters, including in relation to a high-profile co-existence agreement and an agreement for the development of a mobile application using high-value brand assets.
- Advising an international food company on its intellectual property license agreement to franchisees in several jurisdictions.
- Advising a global manufacturing company on the renegotiation of a billion-dollar supply agreement with compliance competition issues.
- Advising a subsidiary of a large US conglomerate in relation to its launch of an innovative new pet technology product in the UK, including advice relating to website terms and conditions, website compliance, product marketing (electronic product regulation, including waste obligations), and drafting UK templates of commercial contracts, including influencer marketing agreements, advertising and marketing agreements, distributor terms and conditions, and a partnership agreement for a co-branded product as an insurance incentive.

- Advising a US manufacturing company on its negotiations regarding a Ministry of Defence subcontract for the provision of military equipment.
- Represented a chemical manufacturer in its appeal of a decision in relation to the animal testing before the European Chemicals Agency required under REACH for benzaldehyde.
- Advising and co-coordinating pan-EU projects for a US furniture manufacturer relating to waste and recycling obligations, and product labelling requirements, including advice in relation to UCKA and CE certification and marketing and new packaging obligations in the UK and the EU.
- Representing a consumer electronics company during an investigation by two authorities into a potential breach of EU law, communication with the authorities, and advising on the future actions that the company can take to ensure compliance.
- Acting for a manufacturing company in assessing the registered uses of certain substances of very high concern (SVHCs) contained within the machinery and compliance with the applicable law, including communication obligations within the supply chain.
- Advising a medical equipment company in relation to its supply and import of personal protective equipment (PPE) and other medical devices to the United Kingdom during the initial stages of the lockdown in the United Kingdom, including a review of the amendments to law in relation to PPE and the import requirements of supplying the equipment.
- Developing and managing a luxury robotics company's selective distribution system across the European Union and using intelligent intellectual property tools to help enforce the system in multiple jurisdictions.
- Advising a US-based headphone manufacturer with product compliance requirements, including advice relating to the regulation of batteries; electronics and electronic waste; product marking, including CE and UKCA marking; and chemical compliance.