

# Chris Round

## Practice Area Leader - Intellectual Property

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## OVERVIEW

Chris Round is a global Practice Area Leader for the Intellectual Property (IP) group and also a Practice Group Coordinator for the IP Procurement & Portfolio Management team. He is an IP lawyer with extensive experience in the registration of intellectual property rights and associated litigation. He represents clients in copyright, trade mark, designs and associated trade practices litigation in all Australian Courts.

Chris prosecutes trade mark applications and oppositions before IP Australia, the Intellectual Property Office of New Zealand, the World Intellectual Property Organization and across the world. He manages the trade mark portfolio of many Australian and international companies and provides strategic advice on the registrability of a diverse range of trade marks in Australia and overseas.

Chris is also the co-head of the K&L Gates sports industry group and acts for many of Australia and the world's leading sporting bodies in intellectual property matters.

## ACHIEVEMENTS

- Recognised by *The Legal 500 Asia Pacific* as a Recommended Lawyer for Intellectual Property in Australia, 2026
- Recognised as an IAM (Law Business Research) Strategy 300 Global Leader, 2026-2027
- Recognised by the *World Trademark Review 1000* as a
  - Silver - Individual for Enforcement and Litigation in Australia, 2023-2025 (and Recommended Individual, 2020-2024)
  - Silver - Individual for Prosecution and Strategy in Australia, 2025 (and Bronze, 2023-2024)
- Recognised by *Managing IP Stars* as a Notable Practitioner, 2021-2026
- Listed by World Trademark Review (WTR) as Recommended in *Copyright 1000*: *The World's Leading Patent Professionals*, 2026

- Recognised by *Lexology Index* (formerly *Who's Who Legal: Australia & New Zealand)* as Highly Recommended for Australia & New Zealand – IP - Trademarks, 2022-2026
- Listed by *Doyle's Guide* as a
  - Leading Non-Contentious Intellectual Property Lawyer in Victoria, 2015-2026 (Preeminent, 2026)
  - Leading Non-Contentious Intellectual Property Lawyer in Australia, 2026
  - Leading Contentious Intellectual Property Lawyer in Australia, 2026
  - Leading Contentious Intellectual Property Lawyer in Victoria, 2018-2026
  - Leading Intellectual Property Lawyer in Australia, 2018-2023
  - Leading Copyright & Soft IP Lawyer in Victoria, 2015-2017
  - Leading Trademark Lawyer in Victoria, 2015-2017
- Recognised by *IAM Patent 1000* for Litigation in Australia (Bronze), 2025-2026
- Recognised by *Thomas Reuters* as a Stand-Out Lawyer, 2024
- Recommended by *Who's Who Legal: Australia & New Zealand* as a lawyer for Australia – IP - Trademarks, 2022-2024
- Recognised as a finalist in the Partner of the Year Awards for Intellectual Property by *Lawyers Weekly*, 2017

## PROFESSIONAL / CIVIC ACTIVITIES

- International Trademark Association Legislation and Regulation committee member
- International Trademark Association member
- Intellectual Property Society of Australia and New Zealand (IPSANZ) member
- Australia and New Zealand Sports Law Association (ANZSLA) member

## SPEAKING ENGAGEMENTS

- "Nine's victory in Al Muderis defamation case; Legal fight over 'Never Get Busted' director credit", Australian Broadcasting Corporation (ABC) (Australia), 19 August 2025
- “Shades of Gray: Current Issues in Parallel Importation Law - A Global Perspective”, International Trademark Association Annual Meeting, Boston, United States, 19 May 2019
- Copyright and Social Media: Lessons, Traps and Pitfalls, Legalwise Copyright Practical Applications and Commercialisation Seminar 27 November 2018
- "Protecting your Brand", Dental Practice Owners Conference, Melbourne, 15 June 2017

- "Raising the Bar - The new Australian experience of trademark oppositions" INTA Table Topic in San Diego, United States, 3 May 2015
- "Trade Mark Examination and Hearings Practice Tips", Hosted an event for INTA, 30 July 2014
- "Intellectual Property Issues in an Online World", Learn With Us, 10 July 2014
- "Review of Changes in Opposition Procedures and Trade Mark Disputes", Legalwise Patents and Trademarks Conference, 19 June 2014
- "Issues That Arise When Building a Brand for a New Sports Team or League", INTA Table Topic in Dallas, United States, 4 May 2013
- "Building a Brilliant Brand", IP Australia and Australian Industry Group seminar, 30 May 2012
- "Introduction to Intellectual Property" to a number of accountants and other business advisors, 14 May 2010
- "Protecting IP in the New Media Age", Australia and New Zealand Sports Law Annual Conference, 17 October 2008

## EDUCATION

- LL.M., Monash University, 2010
- B.A., Monash University, 1999
- LL.B., Monash University, 1999 *(Honours)*

## ADMISSIONS

- Federal Court of Australia
- Supreme Court of Victoria

## THOUGHT LEADERSHIP *POWERED BY HUB*

- 10 August 2026, Revision of Regulations on the Protection of Layout-Designs of Integrated Circuits in China
- 18 May 2026, High Court "Zips" Up Honest Concurrent Use
- 4 March 2026, Never Get Waived: Federal Court Rules Blanket Moral Rights Waiver Clauses are Not Enforceable in Australia
- 2 December 2025, Adopting an "Orphan Works" Scheme: Proposals from the Copyright Amendment Bill 2025 (Cth)
- October 2025, September and October 2025 Accolades

- 12 August 2025, Busted! Melbourne International Film Festival Director Subject to Urgent Interlocutory Injunction Over Moral Rights
- 6 September 2024, Be Very Mindful When it Comes to Social Media Trends and Trade Marks
- 28 November 2023, Artificial Sweeter Decision Sours Halal Authority: *Halal Certification Authority Pty Limited v. Flujo Sanguineo Holdings Pty Limited* [2023] FCAFC 175
- 8 May 2023, The One That Got Away: Popstar Katy Perry Outperformed by Australian Dark Horse in Longstanding David and Goliath Trade Mark Dispute in Australia
- 20 March 2023, High Court Smooths Out Wrinkles in Full Federal Court's PROTOX Decision
- 29 January 2023, Public Consultation Underway for Australian Copyright Enforcement Regime
- 24 November 2022, Singapore Maintains Hard-Line Take on Goodwill in Million-Dollar Wonton Noodle Feud
- 8 November 2022, Henkel Cleans Out FINISH Trade Marks
- 2 November 2022, Australian Government Commits to Protecting First Nations Visual Art
- 9 October 2022, Urgent Action Required of Australian Businesses to Protect Their Brands Online
- 19 - 20 July 2022, Global Sports Law Symposium
- 5 October 2021, UAE to Join the Madrid Protocol
- 26 July 2021, Australia's Greatest Liability: Parodic Fair Use or Copyright Infringement?
- 28 January 2021, Australian Movement Trade Marks: Businesses "Moving" with the Times?
- 15 February 2021, A Welcome Proposal to Introduce a Grace Period Into the Australian Designs Act
- 11 February 2021, High Court of New Zealand Trade Mark Clash Over the Colour Green
- 7 February 2021, New Rules for .au Domain Names to Launch on 12 April 2021
- 5 November 2020, Air France restrained from using song that infringes "Love Is In The Air"
- 5 October 2020, Protecting Animated Logos – LA28 Ushers In A New Era
- 4 May 2020, Court Finds ‘Flagrant' Copyright Infringement of ‘Love is in the Air'
- 18 June 2019, SENSIS v SENSES – Federal Court makes findings of deceptive similarity
- 31 August 2018, New parallel importation laws in Australia
- 24 August 2018, Worth the fight: IP dispute resolution that won’t break the bank
- 22 July 2018, Frucor given red card over ‘V’ green trade mark
- 24 May 2018, Parallel importation law is set to change
- 25 January 2018, Change is Coming to Australian Parallel Importation law – What do you Need to Know?

- 29 September 2016, A dog of a trade mark dispute
- 5 September 2016, Green with Envy: Colour Trade Marks in Australia
- 12 August 2016, IP Australia Announces New Official Fee Structure For Australian Trade Marks
- 14 June 2016, When a Picture can be Considered Deceptively Similar to a Word
- 7 January 2016, Additional Damages Under the Trade Marks Act
- 7 January 2016, Bad-Faith Trademark Applications
- January 2016, Trademarks and Unfair Competition Bulletin

## OTHER PUBLICATIONS

Chris is a leader of the global IP blog 'IP Law Watch' and regularly writes posts to be published on the blog. In addition, he has published the following articles:

- "Parallel Imports Welcome in Australia", Australian Intellectual Property Law Bulletin, Vol.31, No.8 p149, 2018
- "Protection for original designs in Australia," Intellectual Property Magazine, November 2015
- "Changes in Trade Mark Opposition Procedures in Australia Make it a More Attractive Place to Protect Intellectual Property", Caijing.com.cn legal column, with Xianjin Tian, August 2014
- "Review of Changes in Opposition Procedures After Raising the Bar", Australian Intellectual Property Law Bulletin, Vol.27, No.9 p238, 2014

## NEWS & EVENTS

- 3 August 2026, K&L Gates' Global IP Practice and Lawyers Recognized in *Managing IP's* 2026 "IP Stars" Rankings
- 2 June 2026, K&L Gates IP Practice and Lawyers Recognized in 2026 Edition of IAM Patent 1000
- 29 January 2026, *World Trademark Review 1000* Recognizes K&L Gates IP Lawyers as Trademark Leaders in 2026 Edition
- 3 November 2025, K&L Gates Assists Australian Charity Healthy Strides Foundation Establish First International Clinic in Singapore
- 3 October 2025, K&L Gates' Global IP Practice, Lawyers Earn Rankings in Managing IP's 2025 "IP Stars"
- 6 June 2025, K&L Gates' IP Practice, Lawyers Recognized Among Leaders in 2025 Edition of IAM Patent 1000
- 11 March 2025, Nearly 50 K&L Gates Lawyers Receive Global Recognition in *Thomson Reuters*' Stand-out Lawyers List

- 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 Advises Elka Capital on Residential Land Lease Joint Venture With Assembly Funds Management
- 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
- 13 February - 21 February 2024, 2024 CPD Program–Australia
- 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
- 30 March 2021, Global Sports Law Symposium
- 23 February 2021, K&L Gates Enhances Global Trademark Capabilities With Launch of K&L Gates IP Agency
- 17 February 2021, K&L Gates, Lawyers Named as IP and Trademark Leaders in 2021 *World Trademark Review 1000* Rankings
- 18 February 2020, K&L Gates, Lawyers Named as IP and Trademark Leaders in 2020 *World Trademark Review 1000* Rankings

## MEDIA MENTIONS

- 25 September 2026, *Sydney Morning Herald* | NRL club in off-field battle over phintellectual property rights

## OTHER MEDIA MENTIONS

- Guest, "Nine's victory in Al Muderis defamation case; Legal fight over 'Never Get Busted' director credit", *Australian Broadcasting Corporation (ABC)* (Australia), 19 August 2025
- Mentioned, "Strategy 300 Global Leaders 2025" (Excerpt), *IAM Media*, 19 November 2024

- Mentioned, "K&L Gates guides Elka Capital through residential land lease joint venture", *The Australasian Lawyer*, 9 October 2024
- Quoted, "'A massive feel-good story': FIFA's IP team on protecting the Women's World Cup 2023", *World Intellectual Property Review*, August 2023

## AREAS OF FOCUS

- IP Procurement and Portfolio Management
- IP Litigation

## INDUSTRIES

- Consumer Goods and Services
- Sports

## REPRESENTATIVE EXPERIENCE

### IP Portfolio Management

- Trade mark portfolio management, prosecution, opposition and litigation work for Australian Football League, Cricket Australia, National Basketball League, Australian Grand Prix, FIFA, Australia Professional Leagues, Banjo's Bakery, Nutrien Ag Solutions, Concept Eight Restaurants, Aurecon, A2B Australia, Costa Group, McDonald Jones Homes, Origin Energy Limited, Good Water Energy, Pinnacle Investment Management, Snooze, Traffic Technologies, Rathbone Wine Group, Parnell, Open Universities, Valve Corporation, Zippo and the West Australian Football Commission.
- Managing the intellectual property portfolio of the Australian Football League (AFL). This involves protecting the intellectual property of the league and its 18 clubs and advising generally on branding issues for the AFL. In managing this portfolio, we also handled Federal Court of Australia litigation against a national retailer that continued to sell unauthorised product. We were also involved in the selection of the team names for the 17th and 18th AFL teams and has advised regarding numerous domain names and online issues. In 2017 we assisted the AFL with the launch of the highly successful AFLW (AFL Womens) competition which led to an array of new trade mark filings relating to the women's football competition. All of the applications that we cleared were accepted for registration.
- Assisting Cricket Australia with the selection of the names for the eight teams constituting the Big Bash League. The work involved trade mark clearance and searching, filing 19 trade mark applications and prosecuting the marks to registration including the negotiation of numerous trade mark co-existence agreements.
- Filing a range of heritage trade mark applications for an Australian sports league relating to a merchandising campaign for defunct teams. This has also involved numerous demands to US and Australian websites promoting merchandise for those defunct teams.

- Advising a global asset management business on the global rebrand of its direct infrastructure business and commenced an international trade mark filing campaign to protect the new brand.
- Chris has advised a national tennis organisation in relation to its rebrand of its signature tournament initially unveiled for the 2017 event. This has included filing and prosecution of trade mark applications in Australia, China, European Union, Hong Kong, Japan, New Zealand, South Africa, South Korea, Turkey, United Arab Emirates and the US. The trade mark filing program significantly expanded in 2018 to reflect use of AO branding by its sponsors and partners on new product categories, including food and non-alcoholic and alcoholic beverages.
- Advising a leading vitamin company in Australia on its worldwide intellectual property portfolio including trade mark prosecution and enforcement of its brands.
- Advising an Australian based diamond company on the worldwide launch of its coloured stone diamond business.

## Federal Court Trademark Matters

- Acting for Asian Restaurant Concepts (Noodle Box) in proceedings involving claims of trade mark infringement in the Supreme Court of Victoria.
- Appearing in the Federal Court of Australia defending an appeal from a successful trade marks office decision concerning the name of a famous Indian food brand.

## Copyright

- Acting for a construction company in copyright infringement proceedings relating to infringements of its successful project home designs featuring an alfresco room. The three proceedings resulted in a special leave application to the High Court of Australia, two appeals to the Full Federal Court of Australia, and have provided important judgments relating to the issue of substantial reproduction of copyright works. Since these cases, Chris has been involved in other house plan cases for other builders acting as both applicants and respondents.
- Acting for McDonald Jones Homes in a number of copyright infringement proceedings including in the Federal Court of Australia regarding its award winning house plan designs.
- Numerous copyright infringement proceedings regarding Serbian, Bosnian and Turkish television channels including interlocutory applications and contested proceedings.
- Acting for an aerospace manufacturer in breach of contract and breach of copyright proceedings in the Federal Court of Australia. The case involves detailed questions relating to the interpretation of a contract and whether copyright in a specification has been infringed.

## Design Protection

- Represented GM Holden Ltd in relation to seeking to enforce its design rights against Australia's largest spare parts manufacturer SSS Auto, which was the first case in Australia to consider the spare parts defence to the Designs Act 2003 (Cth).

## Consumer Law

- Trade mark and trade practices infringement proceedings brought against our client Digital Post Australia regarding the selection of its name. The proceeding involved defending an urgent interlocutory injunction application, a contested trial and an appeal to the Full Court of the Federal Court of Australia. Our client was successful at all stages.
- Acted for a leading supplier of acai berries against its former Australian distributor in a proceeding concerning Australian consumer law issues.

## Anti-Counterfeiting

- Anti-counterfeiting proceedings for leading Australian automotive supplier GM Holden concerning the importation, distribution and sale of counterfeit HSV wheel rims. The Federal Court of Australia proceedings involved 25 respondents and involved an appeal to the Full Court of Australia on the question of director's liability.
- Managing an anti-counterfeiting campaign on eBay for GM Holden including the setting up of a VeRO program and monthly removal and reporting on infringing entries. The program removes many different types of automotive parts from eBay.