

Niall J. Lavery

Senior Associate

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OVERVIEW

Niall Lavery is an associate in the firm's Antitrust, Competition, and Trade regulation team. Niall advises clients on a broad range of competition law issues including: vertical agreements and horizontal agreements; merger clearance; antitrust compliance; multi-jurisdictional FDI screening assessments; UK National Security and Investment Act clearances; competition litigation; abuse of dominance; marketing claims; sustainability agreements and commercial agreements. His work covers, in particular, designing global go-to-market and brand erosion strategies, monitoring and enforcing selective distribution systems, assisting clients in obtaining merger control and FDI clearance, reviewing marketing regulatory claims, drafting anti-trust compliance programmes and reviewing/drafting wider commercial agreements.

PROFESSIONAL BACKGROUND

Niall qualified in 2020 upon completing his training contract at the firm. During his training contract, he gained experience in the Finance, White Collar Crime, Competition and Intellectual Property, and Planning and Environmental practice groups.

Prior to joining the firm, Niall served as an intern in the legal department of a multinational pharmacy-led health and beauty group. He was also an intern in the legal department of an IT service management company.

ACHIEVEMENTS

- Recognised by *The Legal 500 United Kingdom* as a Recommended Lawyer for EU and Competition in London, 2024-2027

EDUCATION

- Graduate Diploma in Law, University of Law, 2016
- B.A., University of Warwick, 2015

- Legal Practice Course, University of Law, 2018

ADMISSIONS

- Solicitor of the Senior Courts of England and Wales

THOUGHT LEADERSHIP *POWERED BY HUB*

- 20 June 2025, K&L Gates Contributes EU Chapter to American Bar Association's International Publication on Sustainability and Antitrust
- 1 August 2024, Lawn and Order: Major Steps Against Greenwashing in Europe
- 13 May 2024, Hairdryer Treatment From UK Competition Regulators: More Red Cards in the Beautiful Game
- 1 February 2024, Competition Law "Leaves its Studs in" on UEFA and FIFA
- 5 May 2023, A Lidl Decision With Big Implications–UK High Court Finds That Tesco's Clubcard Logo Infringes Lidl's Logo
- 3 April 2023, Private Equity Deals in the Antitrust Spotlight
- 7 December 2022, Old Lady Shows Her Youth With Win in Significant Trade Mark Ruling Concerning NFTs
- 23 November 2022, Ensure Your Discount Communications are Compliant Before You Hop on the Sales Season Omnibus!
- 2 November 2022, CMA Blocks Meta/Giphy – It Might Be the Meta Universe but We're Living in the CMA's World
- 19 September 2022, Can Dawgs Free-Ride on Bulls – Interpretation of Unfair Advantage for UK Trade Marks
- 26 June 2022, The UK National Security Regime Wets Its Feet: UK Government Publishes New Guidance
- 9 August 2022, It's All About Context: CMA Imposes £1.5 Million on Lighting Brand for Creating an Unwelcoming Environment for Product Discounts
- 25 May 2022, Ronaldinho and Henry Marks Step Over Bad Faith Finding
- 8 December 2021, EUIPO 2 : AC Milan 0 – AC Milan Fails to Register Its New Club Crest in the EU
- 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
- 12 October 2021, Disapplying Competition Law - The New Fix?
- 30 July 2021, The UK National Security and Investment Act: Who, What, Where, When, Why?
- 30 April 2021, Trademark Re-filing and Bad Faith – Go Directly to Jail. Do Not Pass GO, Do Not Collect $200 – Part Two: General Court Ruling

- 23 April 2021, European Super League Skating by Competition Law
- 21 April 2021, British Amateur Gymnastics Association Rolls and Tumbles to Trademark Enforcement Against UK Gymnastics
- 12 November 2020, UK Bill Expands Scope for Foreign Investment Intervention
- 4 November 2020, What an Awful Racket… Acoustic Product Trade Mark Case Provides Opportunity for Brands Being Piggy-Backed to Drive Search Traffic
- 28 October 2020, Vertically Challenged - Insight into the EU Commission's Efforts to Update the EU Rules on Vertical Agreements
- 22 October 2020, Louis Vuitton Playing Chess or Checkers? The CJEU Annuls' the Invalidation of Louis Vuitton's EU Trade Mark
- 21 September 2020, Reputation and Likelihood of Confusion – It's All a Bit of a Messi…
- 8 September 2020, E-Concessions and Competition Law
- 7 July 2020, Enforcement of Customer-Competitor Infringements and Price Monitoring Tools Intensifies
- 29 January 2020, We have a decision in the Sky v SkyKick case… and the long-awaited CJEU's decision is good news for brand owners!
- 19 December 2019, 'High' expectations for Cannabis trade mark 'hash'ed – Is EU trade mark law ready for Cannabis(TM)?
- 18 December 2019, Does AI generated work give rise to a copyright claim?
- 26 November 2019, Ferrero successfully enforces the Tic Tac shape mark in Italy
- 21 October 2019, Sky v Skykick AG – is this the end of a claim for "computer software?"
- 16 October 2019, UKIPO knocks undefeated Reds off their perch – The LIVERPOOL trade mark and lessons for brand owners
- 11 September 2019, Trade mark re-filing and bad faith – Go directly to Jail. Do not pass GO, do not collect $200

OTHER PUBLICATIONS

- "What the UEFA EURO 2024 tournament has taught us about ambush marketing for future events," *Law In Sport*, 9 July 2024
- "The Business and Law of Fashion and Retail," International Issues, *Carolina Academic Press*, August 2020

NEWS & EVENTS

- 28 January 2025, K&L Gates Advises Universal Stainless and Alloy Products in its Acquisition by Aperam

- 1 March 2023, K&L Gates Advises Microsoft on Continued Investment in ChatGPT Creator OpenAI
- 13 December 2021, K&L Gates Advises DDW The Color House on its Sale to Givaudan

OTHER MEDIA MENTIONS

- Mentioned, “Recognition List 2024,” *Pro Bono Recognition List 2024,* 18 June 2024

AREAS OF FOCUS

- Antitrust and Competition
- International Trade, Investment Controls, and National Security
- IP Procurement and Portfolio Management

INDUSTRIES

- Energy
- Hydrogen