

Joanna Larkey

As an experienced trade mark attorney, Joanna has represented clients in a number of industries in both contentious and non-contentious matters. In particular, she has advised and represented clients in advertising, investment management, exhibitions, publishing, market research and retail.



Working in Lorna Hobbs' team, Joanna is sensitive to the needs of both small businesses and corporate clients alike. She therefore works alongside her clients to make sure that effective trade mark protection is obtained within defined IP budgets.

Joanna likes to get straight to the point, identifying the key issues for her clients and finding pragmatic and workable solutions for them. Joanna's clients particularly like her direct and business focused advice.

Joanna's clients benefit from her tenacity and her ability to persuade UK and CTM examiners of the merits of their positions, which have allowed them to secure successful outcomes in disputes over the validity of rights, ownership and the registrability of "difficult" trade marks.

Joanna is based in the firm's Reading office and enjoys working with local businesses in the Thames Valley.

Joanna Larkey – energising ideas for Cleveland clients since 1999.

Email Joanna: j.larkey@cleveland-ip.com

Joanna Larkey

Associate

Specialism

- Trade Marks
- Portfolio management

Qualifications

- MA Philosophy & English
University of York
- Registered Trade Mark Attorney 1993

Memberships

- ITMA

Additional Information

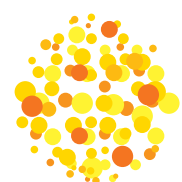
- Associate 1999

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