

# Alan Bernard

**Alan's considerable experience in all kinds of trade mark matters means that he is able to provide concise and robust advice.**



Alan has worked with most of his clients for many years and gained an in-depth knowledge of their businesses and commercial objectives and of law and practice specific to their industries. His clients benefit from a sophisticated legal and commercial understanding of sector specific issues, particularly in the areas of pharmaceuticals, publishing and tobacco. They value his ability to identify core issues and provide succinct, strategic guidance in a clear and logical way.

Alan and his team, including Rebecca Silva, work alongside clients in a variety of industries. He has particular expertise in contentious proceedings, both in their cost-effective management and in an advocacy role. In the context of his management of complex worldwide trade mark portfolios where these kinds of proceedings can frequently arise, this is of particular benefit to Alan's clients.

Alan Bernard – energising ideas for Cleveland clients since 1976.

Email Alan: [a.bernard@cleveland-ip.com](mailto:a.bernard@cleveland-ip.com)

## Alan Bernard

Partner

### Specialisms

- Trade Mark Law and Commercial Advice

### Qualifications

- BSc (Hons) Physics & Philosophy  
Keele University
- Chartered Patent Attorney 1979
- European Patent Attorney 1979
- Trade Mark & Design Litigator 2007

### Memberships

- CIPA
- EPA
- ITMA

### Additional Information

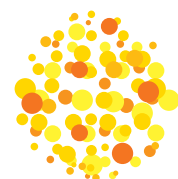
- Partner 1983

### Contact

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