

Sarah Poole

Intellectual Property Lawyer & Registered Trade Marks Attorney (AU & NZ)

I specialise in trade marks and brand protection, with a thirst for protecting and leveraging intelligent brand strategies. With over 9 years' experience as a specialist intellectual property advisor, my practice includes working across a range of contentious and non-contentious matters, including trade mark clearance, prosecution, enforcement and the leveraging of IP assets through commercialisation strategies.

Particularly interested in international IP protection strategies devised to foster commercial growth an expansion, I work with a large number of globally positioned companies in protecting and managing their IP across a variety of developed and emerging commercial markets.

Expanding on the routine practice of IP law, I also provide consultancy to digital and creative agencies to assist maximise investment in intellectual property assets and safeguard the development of unencumbered brands.

SKILLS & EXPERTISE

EDUCATION

/ 2018-2021
MIntlBus, Master of International Business
/ RMIT University

/ 2012-2020
LLM, Masters of Intellectual Property Law
/ University of Melbourne

/ 2012-2013
GradDip Law, Graduate Diploma of Legal Practice
/ The Australian National University

/ 2006-2011
LLB, BA Bachelor of Law & Bachelor of Criminology
/ Deakin University

MEMBERSHIPS

International Trade Mark Association (INTA)
Leadership Committee
Member 2020 - 2022

European Communities Trade Mark Association (ECTA)
Professional Member

MARQUES European Association for Brand Owners
Professional Member

Asian Patent Attorneys Association (APAA)
Professional Member

Intellectual Property Society of Australia & New Zealand (IPSANZ)
Associate Member

Institute of Patent & Trade Mark Attorneys of Australia (IPTA)
Professional Fellow

PROFESSIONAL PHILOSOPHIES

Innovator – I believe in the power of a brand, identifying and leveraging uniqueness. I strive for continual advancement of the legal practice, so that it can best meet the needs of innovative businesses.

Legal Translator – I live and breathe IP law, and wish for others to know and understand it too. I thrive most when translating IP philosophies and its applicability to various commercial settings, so that businesses can use it to unlock their potential.

Visionary – I believe IP has a great role to play in the future of all industries, and I'm forever trying to develop new ways to implement and integrate IP strategies, for the greater good of commercial outcomes.

Passionate Leader – I work hard at being an authentic, inspiring and open-minded leader, with the view to unlocking potential of a wide variety of individuals and specialists.

Collaborator – I believe in bringing industries together, and sharing specialisation, just like the saying "two heads are better than one"

Driven to Deliver - I have a strong drive to succeed and deliver positive commercial outcomes. I'm energised by challenges and thrive when chasing a target, particularly when working amongst a dynamic and motivated team environment.

CURRENT EMPLOYMENT

/ Managing Director, Lawyer & Registered Trade Marks Attorney

Marquette Intellectual
Property Pty Ltd

(2015 – present)

Marquette IP is a specialist intellectual property law firm, with a focus on delivering strategic and globally positioned advice to the innovators and creatives of this world. Founded by me in 2015, Marquette IP was initially built on a vision of bridging the gap between the brand development and brand protection worlds, in order to safeguard the development of legally protectable brand names developed by agencies for their client's commercial projects, at an early crucial stage.

By revolutionising traditional search and due diligence practices into a harmonised approach, Marquette has successfully won the trust and confidence of a number of leading Australian creative branding and technology agencies who would have otherwise not sought consultancy input from IP experts. The ultimate result being that Marquette IP is able to value-add in contexts whereby IP advice may not have formerly been sought, delivering brand clearance advice on local and international projects in a visually digestible and commercially succinct manner, whilst also emphasising the “why” on trade mark philosophies.

Under my guidance, Marquette IP has also developed a tailored brand protection advisory style, which enables clients to understand and appreciate why a specific IP protection strategy is being recommended for their business, in-line with their business strategy, including current and future product offering. Likewise, each of the individual brand elements that comprise their brand and IP assets as a whole.

Marquette IP has since grown into a full-service intellectual property firm, offering a broad variety of search, prosecution, enforcement and commercialisation services in relation to patent, trade mark and design rights, and managing IP rights for clients in over 100 jurisdictions around the globe.

In 2019, Marquette IP was fortunate enough to have the ability to consult on a global brand naming project for an Australian start-up which sold its former trade mark rights to Apple Inc. Collaborating with a local Melbourne branding agency from the initial short-listing stage, I advised on the selection of the most appropriate brand name, filtering an initial short-list of 40 brand names by way of a Cross Market Global Knock-Out, and following comprehensively clearing the final brand name chose in 90 legal jurisdictions.

Given the industry in which the client operated, translation and transliteration considerations were of the upmost importance, and therefore local colloquial opinions were sought from our foreign associate network, together with a trade mark prosecution strategy before 165 IP Offices. Detailed advice was provided on the possibility of opposition or third-party contest in all relevant jurisdictions and commercial markets of interest to the client, followed by a tailored brand protection strategy to be adopted in line with the client's commercial objectives. The end result was total security in brand investment.

/ Committee Leader, Public Information Committee

International Trade Mark
Association (INTA)

(2019 – present)

The International Trademark Association (INTA) is a global association of brand owners and professionals dedicated to supporting trademarks and related intellectual property. The key objective of the INTA's Public Information Committee is to raise awareness to trade mark issues amongst neighboring commercial areas, including advertising, marketing and branding associations, globally.

As a Committee Member of the INTA Public Information Committee, I am responsible for creating and maintaining material on the Association's website that teaches the general public about trademarks and brands.

PREVIOUS EMPLOYMENT

/ Lawyer & Registered Trade Marks Attorney (AU & NZ)

Marks & Clerk is the largest patent and trade mark attorney firm globally, with 18 offices world-wide.

Marks & Clerk, Global Patent & Trade Mark Attorneys

(2011 – 2015)

During my time at Marks & Clerk, I was fortunate enough to train as a Lawyer and Registered Trade Marks Attorney (AU & NZ) on a wide-variety of client portfolios, many of which were globally expansive and handled conjointly between offices in a variety of international locations, with the view to achieving the best commercial outcome for globally positioned businesses.

I worked on broad range of contentious and non-contentious trade mark matters for local and international clients, including trade mark oppositions, searches, prosecution and portfolio management. Key portfolios included Bentley Motors & NEXT UK apparel company.

I also ran the anti-counterfeiting program for the Australian group, handling customs proceedings and identification training for Australian Customs officials, including for the internationally recognised SC-3C, LLC, technology and memory card licensing body.

In addition to traditional practice, I initiated and participated in many marketing activities for the firm, including successfully securing a \$21 million tender deal with The Commonwealth Scientific and Industrial Research Organisation (CSIRO) in 2014, after which I was appointed Client Relationship Manager and responsible for overseeing their global patent filing program amongst the network.

/ Studio Manager & Project Coordinator

Icon.Inc is a digital marketing agency, operating in combination with its sister agency Icon.PR.

Icon.Inc & Icon.PR, Digital Marketing, Branding & Communications Agency

(2009 – 2011)

As a Studio Manager & Project Coordinator, I worked alongside a variety of creatives, developers, communications and marketing professionals to coordinate staff and agency projects.

Providing direct support to the CEO of both agencies, I also researched and coordinated focus groups for many large corporate clients, wishing to strategically reposition their businesses within the marketplace.

PERSONALITY & STYLE

/ MBTI Myer Briggs Personality Profile: ENFJ (“the Star”)

ENFJ stands for extraverted, intuitive, feeling and judgement. ENFJs are **typically energetic and driven to implement their vision**. They often act as **catalysts for human growth** because of their ability to see potential and their charisma in persuading others to their ideas.

ENFJs are focused on values, vision and are **passionate about the possibilities for people and the future**. They are forward-thinking, intuitive and acutely aware of their surrounds. Although ambitious, **ENFJs are not self-serving; rather, they feel personally responsible for making the world a better place**.

/ DISC Personality ‘DNA’ Profile

Dominance (45%), Influence (29%), Steadiness (16%), Compliance (9%):

*“You have a **strong inner motivation to influence people and circumstances**. You **thrive on competitive situations and challenging assignments**. The stresses and pressures of everyday work and life are unlikely to reduce your effectiveness and enthusiasm.”*

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WHAT DO OTHERS SAY?

"Sarah is a very rare individual in the legal world. Not only does she understand IP law inside out & back to front, but she can apply a real-world commerciality & practicality to her advice."

DAVID MAHER, Director of Right Brain Insights

PROFESSIONAL REFEREES

Professional referees available upon request.

Thank you for taking the time to consider my application.