

## IPTA COUNCILLOR NOMINEES

### IAN DREW

BA, BEc, LLB (Hons), MIPLaw, FITMA, MAICD



I am a Principal Trade Marks Attorney at Davies Collison Cave with 21 years experience in the industry. I started my career as an Examiner at the Australian Trade Marks Office, during which time I completed examinations with IPTA for registration as a Trade Marks Attorney and a Masters in Intellectual Property Law at the Australian National University. I then moved to the UK and worked for two years in private practice, where I qualified by examination as an Affiliate member of the Chartered Institute of Trade Marks Attorneys. I returned to Australia in 2006 and joined DCC, becoming a partner in 2015.

I have been fortunate to work with a wide variety of clients in my career, from backyard inventors to major multi-national corporations. I have prosecuted trade mark matters directly before the IP Offices of Australia, New Zealand, Europe, the United Kingdom and the Pacific Island countries, and via associates in most countries of the world. I believe wholeheartedly in the value of IP rights as a driver of commercial success.

I am also a Senior Fellow at Melbourne University where I have co-taught the international section of the Trade Marks Practice course for the last six years. I have published widely on trade mark matters and presently co-author the international registration section of *Lahore: Patents, Trade Marks and Related Rights* and the Australian trade mark practice section of Lexology's publication *Getting the Deal Through*.

Further, I am a regular attendee of INTA Annual and Leadership Conferences having spent four years on the *INTA Bulletin*, two as Chair of the *INTA Asia-Pacific Law & Practice Sub-Committee*. For the last two years, I have been a member of the *Harmonisation of Trade Mark Practice Committee*, assisting on the *Free Trade Agreement Sub-Committee*. I recently finished a six-year stint on the *Coburg West Primary School Council*, including one year as Secretary and three years as President.

### *Reasons for Nominating to join IPTA Council*

I am excited to nominate for the IPTA Council and to have an opportunity to give back to the industry. I will be an active member of Council and hope that my experience in trade mark matters will assist IPTA in representing its members in its engagement with industry and Government.

## WILLIAM HIRD



Will is a Principal at Davies Collison Cave and joined IPTA council in April 2017 where he took on the role of Convenor of the International Patents Committee. As part of this role, he has coordinated IPTA's submissions on grace periods, conflicting applications, and prior user rights which were presented at the Industry Symposium held in Munich in June 2017 involving the members of Group B+ and industry stakeholders. He also coordinated IPTA's submission to the consultation paper on The Hague Conference Draft Convention on the Recognition and Enforcement of Foreign Judgments on invitation from the Attorney Generals Department in April 2018.

In April 2019, Will took on the role of Convenor of the Patents Legislation Committee, where his focus has been to address the following three areas through his attendance at IP Australia's Patent Consultation Group:

- (1) Removal of the best method requirement peculiar to Australia and New Zealand as a ground of revocation;
- (2) Amendment to the Promise of the Invention approach to utility. Following the definition of 'utility' in section 7A of the Patents Act 1990, the case law requirement for 'promise' of the invention to be met may be unnecessary and unduly onerous to patentees; and
- (3) Australian registered patent and trade mark attorneys (and their New Zealand counterparts) should be given an exclusive right to represent foreign applicants before IP Australia.

Over the course of 2021, Will coordinated submissions to the Patent Consultation Group including evidence gathered to support its position on amendment to the 'Promise of the Invention' approach to utility. The evidence included an analysis of around 300 Australian national phase applications derived from PCT applications filed in jurisdictions outside of Australia.

In addition to his roles with the International Patents Committee and the Patent Legislation Committee, Will is a member of the Designs legislation committee and also works with IPTA's Diversity and Inclusion focus group and as well as IPTA's SME focus group.

Having enjoyed a patent attorney practice with a local Australian focus for many years, Will has a keen interest in developments in Australian and international patent law. He is also passionate about training and education and is committed to ensuring IPTA stays relevant to the evolving IP profession.

#### *Reasons to remain on Council:*

I wish to continue the work I have undertaken with the International Patents Committee, the Patents Legislation Committee and IPTA's Diversity and Inclusion and SME focus groups. I also want to work with Council to ensure IPTA stays relevant to the entire spectrum of the IP profession.

## DR ANNABELLA NEWTON



Annabella is a registered patent and trade mark attorney and works in pharmaceutical and chemical-related intellectual property. Annabella has a PhD in organic chemistry and, prior to joining the profession, she worked in industrial and academic research in Australia and overseas.

Annabella is an Innovation Mentor with CSIRO's ON Program, Australia's national science and technology accelerator, where she assists researchers with the translation and commercialisation of their research. She also provides talks and mentoring to various other start-up programs. Annabella is passionate about IP education and provides lectures and workshops on intellectual property to academics and early-career researchers, as well as start-ups and small businesses. Annabella is also a Guest Lecturer in Intellectual Property at the Leo Cussen Centre for Law.

Annabella joined IPTA Council in 2021 and has been involved with the work of several committees including the Plant Breeders' Rights, YIPTA, Education, and Future Directions Committees as well as the Diversity & Inclusion Working Group.

Annabella completed the Australian Institute of Company Director's Company Directors Course in 2019. She has a keen interest in diversity and inclusion within the profession and is a committee member and past president of the Royal Australian Chemical Institute's Women in Chemistry group. Until recently, she also served on the board for Women in STEMM Australia.

In 2013, Annabella joined Phillips Ormonde Fitzpatrick (POF) and she is now a Senior Associate in the Chemistry & Life Sciences team.

*Reasons to remain on Council:*

I would like to continue serving the profession and representing my fellow attorneys on Council, ensuring that IPTA remains relevant and useful to us all. I have loved working with Council over the past year, it has been very rewarding to give back to the industry that we all work in. I would like to continue to build on the work I have done over the past year and make further contributions where I can.

**DR MIKE ZAMMIT**

Mike has been in the IP profession for 18+ years. Prior to joining the profession, Mike worked in industry for 4 years in R&PD, and was an in-house IP Co-ordinator for one of Australia's largest building products manufacturers. His undergraduate degree was Industrial Chemistry, and he obtained his PhD in the field of polymer chemistry. Mike also has a Graduate Certificate in Surface Coatings Technology. Mike is a chartered member of the Royal Australian Chemical Institute (RACI), and has been a member of IPTA since joining the profession in 2004. He was elected to Fellow of IPTA in 2009.

*Reason to remain on Council:*

During my time on Council, I have played a leading role in bringing the **IP Administrator's Course (Introduction to IP)** to fruition (see <https://ipta.org.au/ipta-ip-administrators-course/>). This has been a very large project and I am delighted to be on track to deliver the IPTA course in August 2022. The course will run for a period of 6-7 months and cover 14 units comprising: an introduction to IP, patents (AU/NZ/PCTs), trade marks (AU/NZ/International Trade Mark - Madrid Protocol), designs (AU/NZ), domain/business names, and a practical session. Under my guidance and supervision, the materials that will form the tool kit for the students is well underway. I am in the process of recording webinars for the patent units and co-ordinating other attorneys/lawyers to record webinars for the remaining units on trade marks, designs, business and domain names.

IPTA has already received significant interest in the course, and we expect an uptake of 30 students in the first year with additional enrolments of potentially up to 50 students scheduled for subsequent years. The course represents a new source of revenue for IPTA going forward, and there is the potential for a new class of membership which will grow IPTA's membership base. The provision of a course that allows successful candidates to obtain a qualification in IP Administration is an important development in the industry that supports its members and drives excellence in IP practice.

I would like to remain on Council to ensure that the IP Administrator's course is successfully implemented and runs smoothly from IPTA's perspective, and for each of the students enrolled in the course, and to ensure that the course runs successfully for many years to come. This course will also serve as a foundation for further courses in the future, such as an advanced course on IP. Establishing this course for members brings IPTA in line with its counterpart organisations, such as [CIPA](#), [CITMA](#) and the [IPIC](#).

I am also keen to contribute to the Institute's objectives. In particular, I am passionate about the role of education, and in this regard I have previously delivered 3 educational webinars to IPTA members, the most recent being in December 2020 and February 2021 relating to the laws of support and sufficiency, and tips for drafting patent specifications.

Mike joined Spruson & Ferguson in 2020 after 16 years of experience in another leading Australian IP firm.

## PHILIP GEHRIG



I am a registered Trans-Tasman patent attorney and a Fellow of IPTA working with Wrays in Sydney. I have worked in the patent attorney profession since 1991, including quite a few years in Europe where I also qualified as a European patent attorney and a German patent attorney (Patentanwalt).

I joined IPTA Council four years ago and am Convenor of the Patent Practice and IP Australia Business Relations Committee. Over the past four years I have been working to address serious problems in the practice of IP Australia in the field of computer-implemented inventions. This has included chairing an IPTA Working Group on Manner of Manufacture; coordinating an intervention by IPTA in the *Encompass v. InfoTrack* appeal before the Full Court of the Federal Court, and now preparing an intervention by IPTA in the appeal to the High Court of *Aristocrat Technologies Australia Pty Ltd v. Commissioner of Patents*. I have also been working on overcoming deficiencies and drawbacks in the new online filing portal introduced by IP Australia last year.

### *Reasons to remain on Council:*

I am currently working on the intervention by IPTA in the High Court appeal of *Aristocrat Technologies Australia Pty Ltd v. Commissioner of Patents* for reform of patent eligibility in Australia for computer-implemented inventions. I am also working on implementing improvements in the online filing portal at IP Australia. I hope to continue this work on behalf of IPTA.

**DR ANNA JOHNSTON**

Anna has worked in Australia and abroad in areas of research, technology transfer, IP. Anna is a Patent Manager at Walter and Eliza Hall Institute of Medical Research. Previously, Anna was at CSIRO. She is passionate about developing smarter ways to work and about teaching others to do the same. She is also keen on helping SME's to understand the maze of IP rights and IP value.

She is a graduate of the Australian Institute of Company Directors course and developed an interest in medical ethics, and sustainable food practices from recent studies at Harvard University.

Anna has been heavily involved in in-house education of IP to staff members at her organisations and to the wider community. She has delivered numerous lectures to a variety of audiences and is a certified Licencing Executive Society trainee.

Anna feels she can contribute to IPTA Council as a result of her extensive commercial and industrial experience.

*Reasons to remain on Council:*

The patent attorney profession is forever being challenged with providing more from less and this squeeze is also the more acutely felt as an in-house attorney for a research organisation whose lab based work has been suffering under the COVID-19 restrictions. I want to continue to mentor the next generation of patent and trademarks attorneys to help them get more out of less, to help them provide commercially relevant expertise to their clients and so that relevant and sound IP advice is a matter of routine and cost effective. Being on IPTA Council would help with that mission.

**DR CLAIRE GREGG**

Claire has made a substantial contribution to IPTA since joining as a student member in 2014 and has been a member of Council since 2021.

In 2017, Claire first became involved with “young” IPTA (YIPTA) with a view to bringing together junior attorneys in Sydney, where she was working at the time. Claire’s interest and involvement in YIPTA quickly grew as she recognised a need to do more for junior attorneys Australia-wide. In 2019, Claire was a key driver for having YIPTA recognised as a formal committee of IPTA dedicated to engaging and supporting student and ordinary members with less than 5 years post-registration experience (i.e., those not yet eligible for Fellowship).

Through her role with YIPTA, Claire became the first non-Councillor (and non-fellow) to convene an IPTA committee. As a convener of YIPTA, Claire led a number of initiatives including educational, social, professional development, networking, wellbeing, diversity and inclusion opportunities, both in person and online. She was also influential in giving YIPTA members the opportunity to present at the annual conference and register for a reduced fee, as well as encouraging more YIPTA members to join IPTA committees and have their voices heard. She is proud to have guided a devoted committee of junior members to continue to improve the profession for all members from the ground up and continues to support their initiatives.

Since being elected to Council in 2021, Claire has co-convened the Public Relations and Future Directions committees. Over the past year, the Public Relations Committee has been involved in a number of key initiatives, including producing a video to encourage SMEs to utilise the patent system, engaging with the Australian Small Business and Family Enterprises Ombudsman (ASBFEO) to support SMEs in view of the innovation patent phase out, promoting IPTA’s all-female executive, among others. A key initiative of the Future Directions committee over the past year has been to establish a Trans-Tasman organisation dedicated to promoting equity, diversity and inclusion (similar to the UK’s IP Inclusive). Claire has brought together eleven IP organisations across Australia and New Zealand, including the New Zealand Institute of Patent Attorneys (NZIPA), IP Australia, IPONZ, IPSANZ, LESANZ and others, to help establish the organisation and currently leads the initiative – stay tuned for more information about how you can get involved!

Claire has also demonstrated a long-standing and keen interest in the legal and policy issues relevant to the profession and is a member of the IPTA Patent Legislation and International Patents committees. In addition, she is an active member of the Publications and Website committee and Conference committee. Claire works in the Melbourne office of Davies Collison Cave.

*Reason for nominating for a Council position:*

I am passionate about IPTA and the IP profession as a whole, and I am incredibly grateful for the opportunities IPTA has provided me to represent my peers across the full gambit of issues facing our profession. I would be delighted for the opportunity to keep driving for positive change on IPTA Council and I am committed to ensuring all members – no matter their level of experience - have their say in how IPTA operates.

## DR GRANT SHOEBRIDGE



Grant joined IPTA Council in 2016 and in the last year held the positions of Convenor of the Finance and Secretariat Committee and Co-Convenor of the Public Relations Committee. During his six years on Council, Grant has led IPTA's political engagement (lobbying) strategy, primarily in relation to Australian innovation policy and the introduction of new IP legislation.

In the last year, Grant's activities included:

- The introduction of Claire Gregg as Co-Convenor of the Public Relations Committee;
- Production of a video, which encourages SMEs to access the patent system and engage with IP professionals - this video will be released at the 2022 IPTA Conference;
- Engagement with the Australian Small Business and Family Enterprises Ombudsman (ABSFEO) and Federal politicians in relation to innovation policy and the introduction of a new second-tier patent system;
- Re-organising IPTA's advertising strategy away from "passive" magazine advertisements to more proactive and affordable sponsorship and speaking opportunities at, for example, Small Business events;
- Assisting in preparing a recent media release in relation to IPTA's all-female executive;
- Playing a role in organising speakers for the 2022 IPTA conference; and
- Overseeing IPTA's financial and secretariat activities.

In 2020, Grant joined Pearce IP, a specialist firm offering IP services to the pharmaceutical, biopharmaceutical and life sciences industries. Prior to this Grant was a Partner and Principal of Shelston IP.

### *Reasons to remain on Council:*

I would like to remain on IPTA council because it is a privilege for me to work with a great team of talented people.

Specifically, in the coming year, I wish to continue my work with Claire Gregg (a future leader of IPTA) on the Public Relations Committee to lobby for advances in innovation policy and work to encourage SMEs to engage with the patent system. I also wish to continue my role supporting the IPTA executive as convenor of the Finance and Secretariat Committee.

**DR TONY DAVIS**

I joined the patent attorney profession in 2005, with a background in biomedical research. I qualified in 2007 and became a Fellow of IPTA in 2010. I practiced for many years in larger firms based primarily in Melbourne (FB Rice and Griffith Hack), before moving to Brisbane in 2015. In 2020, I joined RnB IP, a smaller privately owned firm with attorneys based in Queensland, the ACT, and Japan.

I have represented a diverse range of clients from large research organisations, universities, Australian and foreign corporate entities, to small startup biotech businesses. The experience I have gained working with these clients, and in different firms, has given me a broad understanding of the issues facing both users of the Australian IP system and the members of the profession.

*Reason for nominating for a Council position:*

Last year I joined the Patent Practice & IP Australia Business Relations Committee. In light of the ongoing changes to IP Australia's online filing portal, I would like to continue contributing to this committee for the benefit of IPTA members. I would also like to contribute to the New Zealand Practice Committee in view of the proposed NZ Omnibus Bill and the issues remaining around the filing of divisional applications, as well as to provide feedback on the proposed new IPONZ Online Case Management Facility. Finally, I believe diversity is important to the profession and IPTA members, and so I would like to participate in the IPTA Diversity and Inclusion Working Group.

**DR ANDREW JONES**

Andrew joined the profession in 2001 and is a patent and trade mark attorney with a background in chemistry. Andrew has worked in large, medium and small firms (being a sole practitioner for a number of years) and currently works in a small firm, Foundry Intellectual Property, that he founded himself back in 2013.

Given Andrew's previous involvement in the education of trainee patent attorneys as a teacher of the course Drafting of Patent Specifications at UTS, his first role on Council was as a co-convenor of the Continuing Professional Education Committee, with a focus on organising the IPTA Webinars. Andrew is now also a co-convenor of the YIPTA Committee and the Future Directions Committee.

*Reasons to remain on Council:*

I would like to remain on Council so that I can continue to give a perspective from the "Small end of town". I would also like to remain on Council so that I can continue working with the Future Directions Committee and ensure that IPTA is and remains relevant to all of its members (and especially its younger members). We are working on a number of initiatives that I would like to see through to fruition.

**BRENDAN CHEONG**

Brendan began his Intellectual Property career in 2001, working for patent law firms in Japan as a technical assistant. In Japan, Brendan's worked predominantly focused on US and EP patent prosecution in the electrical, electronics, and information systems fields of technology.

Since then, Brendan has held a number of in-house positions including with the University of Sydney and most recently with the multinational metals and mining corporation, Rio Tinto.

Brendan's current position as Principal IP Counsel sees him responsible for IP strategy, IP risk management/mitigation, FTO analyses, IP exploitation, and patent prosecution and drafting in a multi-jurisdictional context, collaborating with his global IP Legal colleagues and clients.

*Reasons to remain on Council:*

To provide greater representation on the council from an industry perspective, so as to contribute to a wider and more diverse view of the profession and in this manner assist IPTA in influencing and guiding policy that benefits Australia.

**ALLIRA HUDSON-GOFERS**

Allira joined IPTA Council in April 2021. As one of the only sitting Councillors with significant designs experience, she was appointed to the role of Convenor of the Designs Legislation and Practice Committee. Allira's designs experience has proven invaluable in working with IP Australia on designs legislation reform.

Allira joined the profession in 2006 and is a registered Trans-Tasman patent attorney and a Fellow of IPTA. Allira has a Bachelor of Mechatronics Engineering, a Masters of Biomedical Engineering, and a Masters of Business Administration. Allira heads up the Spruson & Fergusons Engineering and ICT patents practice and is also a Principal of the firm. She encourages patent and trademark attorneys to develop complementary skills and recognises the value of these skills in supporting the needs of our clients and those of the patent attorney profession and associated businesses.

*Reasons to remain on Council:*

Allira has enjoyed building relationships with IP Australia and other stakeholders in relation to designs legislation reform and wishes to continue building on the achievements made so far. Allira is also passionate about ensuring that our profession is well equipped for the future. If successful in retaining her position on Council, she is committed to the ongoing development and training of attorneys at all levels and across all relevant areas, such as technical expertise, IP, business acumen, and the utilisation by attorney of new technologies to enable their practice. Allira is also well placed to support initiatives from IPTA around career pathways to ensure the sustainability and ongoing success of our profession.

**DR JOHN LANDELLS**

I am a registered trans-Tasman patent attorney with about 20 years' experience, a Fellow of IPTA, have a PhD in Chemistry, Bachelor of Laws (LLB), and also registered as a legal practitioner in Australia and New Zealand. I am a partner at FB Rice in Sydney. I was elected onto the IPTA Counsel in 2015 and have previously taken an active role in the Education Committee, Conference Committee, and New Zealand Practice Committee. My current roles in IPTA involve being the Convenor of the New Zealand Practice Committee and the Convenor of the Ethics and Disputes Committee. My role on the New Zealand Practice Committee (along with my NZ team members) has included successful lobbying for changes in relation to divisional filing requirements and will involve further submissions and lobbying this upcoming year when the draft Bill is released for public consultation. I am also an IPTA representative on the Technical Focus Groups at IPONZ, which provides a conduit between the Australian patent attorney profession and IPONZ. My role has also involved travelling to New Zealand to meet with representatives of IPONZ and MBIE to express concerns raised by IPTA and its members, and seek appropriate changes to law and practice. My other role as the Convenor of the Ethics and Disputes Committee involves providing support to IPTA members that seek advice regarding ethical issues and conflicts, and to being an intermediary in disputes and complaints received from or about IPTA members.

*Reasons to remain on Council:*

I have gratefully appreciated my time on the IPTA Counsel and actively supporting and contributing to initiatives that benefit the Australian patent attorney profession. I wish to continue my efforts and to remain on the IPTA Counsel. I seek your support so that I can continue to assist with New Zealand practice issues including addressing excessively restrictive divisional 5 year REX bar, poisonous priority and double patenting issues, particularly in view of proposed NZ Omnibus Bill expected for public consultation in late 2022, and to continuing to provide support in my role on the Ethics and Disputes Committee