

# Technology & IP

Our team works with clients to develop an effective and tailored IP enforcement or litigation strategy that suits our clients' needs.

We take the time to understand our client's business and provide practical advice which is both legally and commercially focused.

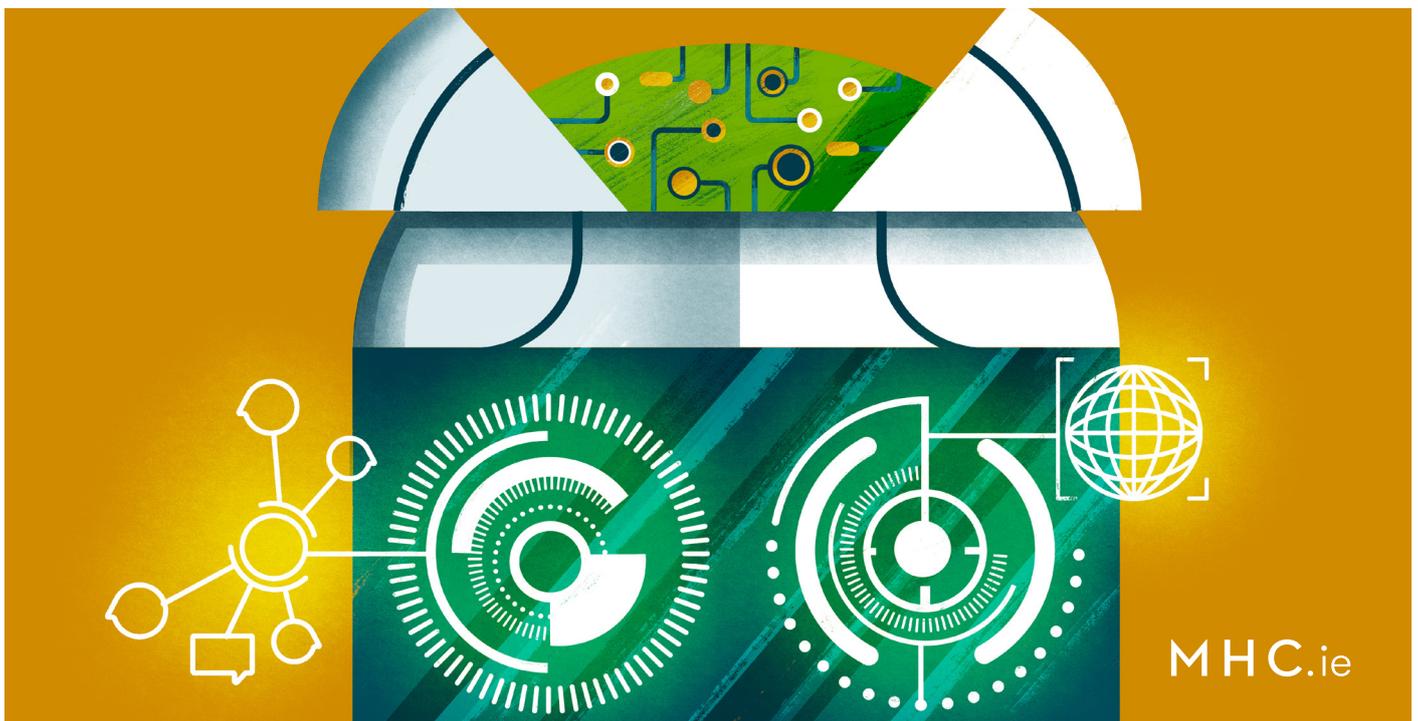
Our extensive experience in technology related IP matters coupled with our understanding of the industry sector informs and enhances our advice.

Our reputation as a leading advisor in this field ensures we are involved in the vast majority of IP cases issued in the Irish courts each year and we are the go-to firm for clients in the tech sector.

Our team are regular and trusted advisors to a wide variety of multinationals and indigenous companies and we enjoy long-standing relationships with international colleagues.

## Our Expertise

- Pre-litigation strategy and assessment
- Trade mark and design filings / Anti-counterfeiting
- Trade mark infringement and passing-off proceedings
- Copyright infringement proceedings
- Patent infringement and invalidity proceedings
- Transactional IP work including due diligence
- Assignments and licencing



## Our Experience

Some of our highlight instructions include:

- *Three Ireland v Eircom*: Acted for **Three** in trade mark infringement proceedings concerning a national comparative advertising campaign for mobile phone services
- *RTE v Virgin Media*: Acted for **Virgin Media** in the defence of Commercial Court proceedings taken by RTE concerning out of home streaming of broadcasting content
- *Twentieth Century Fox & others v Eircom & others*: Represented two ISPs in a number of website blocking orders before the Irish courts
- *Ryanair DAC v Momondo*: Advising **Momondo** in copyright and database right infringement proceedings brought by Ryanair DAC concerning online travel information
- *The Knowledge Academy v Google*: Acted in a Norwich Pharmacal application seeking user data in a trade mark infringement by a third party on the Adwords platform
- Instructed by **Daniel Wellington** in an action against counterfeit goods and the use of official product images on a leading online marketplace
- Instructed by **Yroo (Ireland) Limited** for management of its international trade mark portfolio
- Instructed by **Technological University Dublin** for the management of its European trade mark portfolio

## Our Team



**Gerard Kelly**  
Partner, Head of Intellectual Property  
+353 1 614 5093  
gkelly@mhc.ie



**Brian McElligott**  
Partner  
+353 1 614 2199  
bmcelligott@mhc.ie

## About Us

Mason Hayes & Curran LLP is a business law firm with 95 partners and offices in Dublin, London, New York and San Francisco.

Our legal services are grounded in deep expertise and informed by practical experience. We tailor our advice to our clients' business and strategic objectives, giving them clear recommendations. This allows clients to make good, informed decisions and to anticipate and successfully navigate even the most complex matters.

Our service is award-winning and innovative. This approach is how we make a valuable and practical contribution to each client's objectives.

## Recent Awards



FIRM OF THE YEAR

2020

## What Others Say About Us

### Our Intellectual Property Team

*The lawyers have "a significant depth of knowledge and are very committed to their clients".*

Chambers & Partners, 2020

Dublin

London

New York

San Francisco

