



# Talking trade marks

# About Mathys & Squire

***Dedicated to protecting and defending your future.***

**Mathys & Squire is an intellectual property (IP) powerhouse that puts its specialist knowledge to work for clients, to strengthen and secure what most modern businesses today treat as one of their most valuable strategic assets - intellectual property.**

The firm's agile teams of attorneys, scientists and strategists are steeped in experience, working with IP-rich and high-growth industries to leverage complex technologies and sophisticated commercial models across a broad range of industry sectors.

A full-service IP firm, Mathys & Squire has unrivalled expertise in patents, trade marks, design protection and litigation. Highly ranked in leading legal and IP directories, and leading the field with insight, innovation and quality, Mathys & Squire celebrated its 115th Anniversary in 2025, testament to its proven track record in the protection and commercialisation of IP rights.

The firm has a broad spread of clients, ranging from start-ups to major UK and global corporations, many of which are household names. Clients of the firm value its commitment to professional excellence and technical expertise.

Mathys & Squire has over 100 attorneys (both training and qualified) and a dedicated IP consulting team across offices in London, Birmingham, Cambridge, Manchester, Newcastle, Oxford, Luxembourg, Munich and Paris, as well as teams based in China and Japan. The firm's attorneys and trainees have a mix of scientific degrees extending from chemistry, biochemistry, pharmacology, genetics, microbiology, plant sciences and zoology through to physics, electronics, telecommunications and engineering.

We are passionate about creating and delivering innovative, high-quality, client-focused services and building close and longstanding relationships with clients in order to establish defensive and offensive IP portfolios that generate commercial value. We are proactive when working with clients and valued for our integrity, honesty and collegiate approach.

***We protect, so that you can invent the future.***

# The benefits of trade mark registration

Businesses invest a large amount of time and money in developing and marketing a product or service, and therefore they understandably wish the public to recognise it as being theirs and theirs alone. Trade marks serve this function extremely well.

A trade mark assures consumers that the product or service they are buying comes from a recognised source. It identifies the products of that business and differentiates them from those of its competitors. It avoids confusion and helps develop a loyal customer base. In short, the acknowledged benefits of registering a trade mark include:

- It secures for the owner exclusive rights in the trade mark in relation to the goods/ services for which it is registered.
- A trade mark registration entitles the owner to use the ® symbol next to it, which puts third parties on notice that using it will constitute an offence.
- It provides the owner with rights and remedies to stop competitors infringing the trade mark, i.e. utilising an identical or similar mark for identical/similar goods or services.
- The remedies available include a permanent injunction to stop the infringing use, destruction of the infringing goods and packaging, damages or an account of profits, and payment of legal fees.
- It acts as a warning and deterrent to third party competitors wishing to adopt identical /similar trade marks
- It provides Trading Standards Officers and the police with the ammunition they require to bring action against counterfeiters.
- It adds value to your business. The wealth of some of the world's largest and most successful companies lies in their trade marks. For instance, it has been estimated that trade marks account for approximately 75% of The Coca Cola Company's global assets.
- Once registered, the trade mark becomes intangible property and can be licensed, franchised or assigned, thereby generating revenue.

## Meet our trade mark team



**Claire Breheny**  
Head of Trade Marks, Partner  
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Claire is a qualified Senior Trade Mark Attorney, and former IA Director at Stobbs, with 18 years of trade mark experience in private practice, including 12 years of post-qualification experience. Claire has a wide range of expertise gathered from her role as a Chartered Trade Mark Attorney and Head of Support.

Claire excels in developing and implementing long-term IP strategies for clients that align with business objectives, ensuring cost effective robust protection of clients' intellectual property portfolios and comprehensive management of third party infringements through a variety of forums, including the UKIPO, EUIPO and WIPO. Claire is experienced in searching, clearing, protection and enforcement work in a wide range of jurisdictions.

Claire has worked with a wide range of brands, including many household names. Claire's ability to combine legal expertise with a commercial mindset enables her to deliver practical, business-oriented solutions that add significant value to clients.



**Gary Johnston**  
Partner  
[GWJohnston@mathys-squire.com](mailto:GWJohnston@mathys-squire.com)

With over 25 years of experience as a trade mark attorney advising clients in relation to the adoption, protection and exploitation of brand names and designs both here in the UK and globally, Gary has been a Partner of Mathys & Squire since 2008.

Gary works closely with IP specialists and other professionals, both in the UK and overseas, in order to provide his clients with a global IP solution. He has a wealth of experience, having acted for regional, national and multinational trade mark owners in relation to the protection, management, maintenance and exploitation of their national and global trade mark portfolios and associated IP rights.

Gary's specific experience includes the filing and prosecution of applications for national and international trade mark and design registration before the UK Intellectual Property Office (designs and trade marks) and EUIPO (trade marks and designs) in the EU.



**Rebecca Tew**  
Partner  
[RLTew@mathys-squire.com](mailto:RLTew@mathys-squire.com)

Rebecca has over 25 years of experience in the IP industry. After qualifying as a trade mark attorney, she joined a well-known international firm of patent and trade mark attorneys where she spent many years as a Partner before joining Mathys & Squire in 2018 to head up the Birmingham practice.

She works with clients from startups to multinationals and has experience across the full range of contentious and non-contentious trade mark services. She has particular expertise in the management of global portfolios, trade mark clearance, brand protection, policing and enforcement strategies and in anti-counterfeiting procedures.

Rebecca has also worked with enforcement officers, and with HMRC, in the pursuit of civil and criminal prosecutions.



### Harry Rowe

Partner

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Harry is a trade mark and design attorney and has been practicing since 2014. He has experience working with a range of clients from SMEs to multinationals in relation to trade mark and wider IP matters around the world.

Harry's main areas of practice are trade mark clearance, prosecution, contentious and post-registration matters, as well as portfolio management. He also advises on copyright, design protection, domain names and domain name disputes. Harry provides pre-filing advice which includes brand clearance searches and guidance on the adoption of new brands. His work has seen him advising on copyright and trade mark infringement.

Harry has also managed trade mark filing programmes for a number of clients in various countries around the world. He has been involved in trade mark opposition matters in the UK, EU and in other territories, such as the US.



### Emma Pallister

Associate

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Emma is a UK Chartered Trade Mark Attorney based in our Manchester office, qualified since 2022. Her primary practice areas include trade mark clearance, prosecution, contentious matters, and portfolio management. Before joining the profession, Emma obtained a Law degree and a first-class Masters in Intellectual Property Law from the University of Manchester. She also gained valuable experience working in Amsterdam for a well-known fashion brand.

Emma assists clients of different sizes and across various industries, from SMEs to multinational corporations, with their intellectual property needs. While her specialty lies in trade mark rights—helping clients identify, protect, enforce, and manage these assets—she also advises on designs, copyright, and online monitoring, including takedowns on e-commerce platforms such as Alibaba and Taobao.



### Tanya Rahman

Trainee Trade Mark Attorney

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Tanya joined Mathys & Squire in 2023, and works as a Trainee Trade Mark Attorney in the trade mark team in London. Tanya has a background in IP law with a particular focus in fashion, brand protection and anti-counterfeiting procedures.

Since starting her training at Mathys & Squire, Tanya has gained experience in trade mark clearance, prosecution, and opposition proceedings at the UKIPO.

Tanya possesses an LLB in law, and an LLM in intellectual property law from Queen Mary, University of London.

*“The trade mark team has proven to be professional, efficient, and reliable.”*

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