



**CHRIS HOOLE**, Member of the ECTA Copyright and EUIPO-Link Committees, Appleyard Lees, UK

Chris Hoole is a dual-qualified solicitor and trade mark attorney. He joined Appleyard Lees in 2015, capitalising on his experience and commercial know-how to build and establish the firm's active disputes team. In 2017, he dual-qualified as a UK and European trade mark attorney.

Mr. Hoole is experienced in contentious and non-contentious IP matters, ranging from trade marks, designs, copyright and patents to know-how and database rights. He acts for clients across a spectrum of sectors, but his practice has a particular focus on fashion, sports, consumer goods, technology and manufacturing. He has acted for and advised clients in the High Court and the Intellectual Property Enterprise Court, as well as in the UK and European trade mark registries. He is also experienced in formal mediation.

Mr. Hoole draws on his experience and joint qualification to provide tailored strategic and commercial advice. Working closely with a range of businesses, from blue-chip multinationals to SMEs, he helps IP-conscious businesses to develop strategies to better protect and police their IP rights. He frequently works with clients to establish and maintain successful global anti-counterfeiting campaigns, both online and offline. One client commented: "Chris Hoole has been an invaluable asset and friend to me, 'the fabl' and 'Toolally' over the last five years. His expertise in IP matters has meant that I trust him implicitly."

Mr. Hoole is also an active member of various organisations and a frequent global speaker and editorial contributor. As a member of both the Copyright Committee and the EU Intellectual Property Office Link Committee for the European Communities Trade mark Association (ECTA). He has contributed to various publications and consultations, including in relation to recent EU copyright directives. Mr Hoole also regularly writes for the Chartered Institute of Trade mark Attorneys Magazine and LexisNexis.

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