



MICHAEL SHORT, Legal Counsel, Event Legal Services, UEFA, CH

Michael is a generalist IP lawyer working as the sole IP practitioner at UEFA, the European governing body for football. He juggles the various tasks of trade mark prosecution, filing strategy, opposition and litigation work, on-site anti-counterfeiting programmes, online enforcement, clearance work, commercial contracts and IP ownership documentation paperwork.

Michael trained in Scotland with (then called) Maclay, Murray and Spens LLP before taking up a role with the US City firm Baker Botts (UK) LLP. His desire for in-house work took him to Lucozade Ribena Suntory Limited where he worked in an innovative in-house team in the FMCG industry. Postgraduate studies in IP (from the University of Oxford) and in Sports law (from DeMontfort University) led Michael to a dream job as the IP lawyer for UEFA, where he is responsible for the UEFA Champions League, UEFA Nations League and the UEFA European Championships, amongst other events.

Michael is a keen attendee of IP and Sports law conferences, attending INTA for several years and beginning to become more involved with ECTA, the EUIPO and the European Observatory on Infringements of Intellectual Property Rights.