



## James Fish

Partner, European and UK Chartered  
Trade Mark Attorney, Solicitor

James is head of the Trade Marks and Designs Group. James's experience since 1996 has included extensive handling of multi-jurisdictional clearance searching; advising on filing strategy; trade mark prosecution of unusual marks; conducting trade mark related litigation; and handling anti-dilution campaigns. Clients appreciate James's pragmatic and cost-conscious approach. James joined the firm in 2002 from international law firm Clifford Chance.

James works with a variety of clients worldwide in a number of sectors, in particular pharmaceuticals, electronics, medical devices and the wine industry.

James is Co-editor of the *Trade Mark Handbook* (a Thomson Reuters publication) and Author of Practical Law's "*Pharmaceutical Trade Marks*" (a Lexis Nexis publication). James travels extensively and is a frequent visitor to Japan and Korea.

James is ranked as a band 1 Trade Mark Attorney by *Chambers & Partners*. Clients say "James is great to work with, always responsive, helpful and happy to help determine our next course of action." They have drawn attention to his "workable solutions" and "remarkable efficiency", commenting that he "employs his expertise in a practical way and is one of the principal architects of a group which has come to be regarded as amongst the country's finest." According to *Managing Intellectual Property (MIP)*, competitors single out James for his notable ability to attract big-ticket clients. In *The Legal 500* a client comments: "James Fish is a tremendously talented individual as well as having an extremely open and warm disposition. He is always available to chat, responds swiftly, and his advice is clear and to the point, which is exactly how we like it." In *World Trademark Review 1000*, clients commend James for "an absolutely first-class service". "When you want to know whether a name or concept can be protected", a client remarks, "James gives quick, accurate insights at an early stage, so you don't waste time and money going down blind alleys; when you do alight on something that works, he gives excellent guidance every step of the way." He is described as "a phenomenally knowledgeable attorney who is always keen to find fast resolutions", and "the first and only port of call for many". He has received high praise from client sources stating that "James is the go-to expert for trademark prosecution. His extensive experience and ability to provide fast, accurate, concise advice make him an invaluable partner. James is proactive in his approach and dedicated to achieving results as quickly as possible. He is always spot on and consistently achieves great results." *Who's Who Legal: Trade Marks* comments that James "excels for his pragmatic strategic advice in the trademarks field".

James was one of just 12 UK trade mark practitioners to be ranked as "Outstanding" by *WIPR* in its inaugural *UK Trademarks Rankings* of leading firms and practitioners 2024. James is also listed as a Trade Marks Expert by *Expert Guides*.

### Services & Specialisms

The Unified Patent Court, Trade Marks & Designs, IP Strategy, IP Review, UPC Litigation & IP Litigation, IP Dispute Resolution, Registrable Transactions, Portfolio and Cost Management, Trade Mark Filing and Prosecution, Trade Mark Contentious Proceedings and Appeals, Trade Mark Renewals, Trade Mark Review, Trade Mark Searching

### Location

London  
Cambridge

### Education

University of Manchester, Honours Degree in Law (LLB), LLM International Business Law

### Qualifications

Bar Vocational Course (ICSL); Solicitor (England & Wales), Admitted to Roll of Solicitors (Ireland); UK Registered Trade Mark Attorney; EUIPO Professional Representative; Higher Courts Litigation Certificate (Trade Mark and Design Attorney Litigator)

### Membership of Professional Bodies

Member of the Honourable Society of the Inner Temple; Member of the Chartered Institute of Trade Mark Attorneys (CITMA); UK Council Member of the International Federation of Intellectual Property Attorneys (FICPI-UK)

### Contact

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