



Philip Heuzenroeder

Principal, Commercialisation team

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Philip Heuzenroeder has over 17 years of legal and commercial experience, both in private practice and as an in-house counsel and commercial manager. Prior to joining the firm in 2004, Philip was General Counsel and General Manager – Commercial at Unisearch Limited (now NewSouth Innovations Pty Ltd), one of Australia's leading technology commercialisation organisations.

Philip provides specialist intellectual property and commercial legal advice to clients in the consumer goods, retail, life sciences, ICT and other high technology and brand intensive industries. His clients include the owner of one of the world's most well-known brands, two of the Group of Eight Australian universities, Australian Government departments and major private sector entities.

Philip's areas of expertise include: IP protection and management, including brand protection and strategy, commercialisation, and portfolio management; IP reviews, including policy and process development, audits and due diligence; IP transactions, such as licensing, collaborations, alliances, sponsorships and the establishment of new entities; consumer protection, including advertising and marketing clearances and disputes; and advice on supply and distribution arrangements, including contractual, competition law and more general commercial aspects.

Philip led the Spruson & Ferguson team selected in a competitive tender by the Attorney-General's Department to develop the Intellectual Property Manual for Australian Government Agencies, distributed to all Australian Government departments and agencies. Philip is also a principal author of the highly regarded IP management handbooks prepared by Spruson & Ferguson in conjunction with peak industry associations in the electrical and electronics, biotechnology and engineering fields.

Philip is an experienced presenter and trainer and is regularly asked to present and run workshops on issues relating to intellectual property and negotiation both in Australia and overseas.

Philip is a national trustee of the Licensing Executives Society, and a member of the Intellectual Property Society of Australia and New Zealand and AusBiotech.

Qualifications

- Bachelor of Laws, University of Adelaide
- Bachelor of Economics, University of Adelaide
- Master of Laws, University of Technology, Sydney
- Solicitor, Supreme Court of New South Wales, Supreme Court of South Australia, Federal Court of Australia, High Court of Australia

Established 1887

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