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MANAGING IP AWARDS 2021 – WINNERS ANNOUNCEMENT

Addisons named Trademark Law Firm of the Year in Australia

Law firm **Addisons** was recognised for its outstanding work in trademarks at the Managing IP Awards 2021, which were announced in an online ceremony on June 17.

The firm received the Trademark Law Firm of the Year award, which celebrates achievements in trademark prosecution, portfolio management and enforcement.

Addisons advises some of the biggest known brands in Australia and throughout the world. In the past year Addisons has assisted a multinational electronics and video game company, a large Australian milk and ice cream manufacturer, a market-leading ethical wealth management company on developing effective trademark portfolio management and protection strategies.

The team was particularly commended for successfully representing Bega in a trademark and trade dress dispute with Kraft-Heinz before the Federal Court of Australia.

It also acted for a number of brand owners including a global gaming company as well as an Australian beauty, wellness and lifestyle company in defending oppositions filed against their trademark applications.

Managing editor Ed Conlon said: “The Managing IP Awards are the most prestigious awards in the IP world. The past year has been particularly challenging for everyone, and all this year’s winners deserve congratulations on their achievements in very difficult circumstances.”

About the [Managing IP Awards](#)

The Managing IP Awards programme is the most comprehensive and widely respected IP awards event in the world. Now in its 16th year, the programme covers a wide range of IP practice areas and more than 30 jurisdictions. Read about the practice areas at ipstars.com.

Each year our research analysts obtain information from thousands of firms, IP practitioners and their clients through interviews, email and online surveys.

Before compiling the shortlists, our researchers evaluated the work data supplied by firms and, where applicable, reviewed publicly available information such as court and IP office records. They focused on work done or concluded in the previous year, particularly looking for case studies that were of great significance to clients and/or



Asia Pacific Awards 2021

IP law and practice. Firms or individuals can also be shortlisted based on the researcher's independent research findings.

Managing IP launched its awards programme in [2006](#). The ceremony attracts hundreds of guests from private practice and in-house as well as prominent figures in the IP industry. It is regarded as the premier IP law firm awards event in the legal industry. In total, more than 1,000 guests attended the ceremonies in 2019 and 2020.

To view the full list of winners, watch the ceremony, and access additional information regarding the awards program, please visit [ManagingIPAwards.com](https://www.ManagingIPAwards.com).