

Intellectual Property

Hunt & Hunt has significant expertise in the field of Intellectual Property, including in the traditional areas such as copyright, trademarks, patents, designs and confidential information.

Hunt & Hunt also recognises the importance of the new information economy and has developed expertise in a number of rapidly changing areas which underpin this new economy including telecommunications and broadband technologies, database protection, software licensing, electronic commerce, regulatory convergence in communications and broadcasting, Internet law and domain name disputes.

We are also aware that in a digital world, traditional legal issues such as defamation, consumer protection, contract and privacy often require novel legal analysis. Is information a "product" for the purposes of product liability? Can information be "property" for the purposes of privacy or database protection? Is cyberspace a private or public place?

Our services

- Legal advice in relation to copyright, trademarks, patents, designs and confidential information
- Structuring IP ownership to capture intellectual assets being developed and to increase the prospect of attracting investors
- Management of IP portfolio for the purpose of leveraging IP assets
- Strategic analysis and direction for shaping IP assets for commercialisation purposes
- Negotiating Licence and other Commercial Agreements
- Legal Advice in relation to structure of Spin-Out and Start-up Companies
- Commercialisation of IP
- Advising on and negotiating, drafting and reviewing database licensing agreements, software development and licensing agreements
- Advising on commercial and regulatory aspects of the telecommunications industry
- Negotiating, drafting and reviewing agreements in relation to e-commerce including website development and hosting agreements, privacy statements, click-through agreements
- Negotiating, drafting and reviewing agreements in respect of operators in the telecommunications and ISP sectors including agreements for interception capability, facilities access, telephony resale, broadband network construction, telecommunications equipment supply and support, telehousing, data warehousing,
- Drafting documentation to support applications for carrier licensing and broadcast licensing.



About our firm

Established in 1929, Hunt & Hunt is a respected law firm, with offices throughout Australia, with a strong presence in China.

Based on both revenue and headcount, we are one of the largest law firms in the Asia Pacific region. As such, we have the breadth and depth of resources necessary to service the diverse needs of business, government and private clients.

Our firm's strength and reputation is in three core areas - Property, Commercial and Insurance - and encompasses a large number of work types:

- Asset and Succession Planning
- Banking and Finance
- Internet and Digital Technologies
- Corporate and Commercial
- Customs, Trade and Transport
- Employment and Workplace Relations
- Environment and Planning
- Infrastructure and Projects
- Insolvency and Debt Recovery
- Insurance
- Intellectual Property
- Litigation and Alternative Dispute Resolution
- Migration
- Occupational Health and Safety
- Property
- Taxation
- Wills and Estates
- Workers Compensation.

We provide our clients with an enhanced global reach through our exclusive Australian membership of Interlaw, an association of independent commercial law firms across 120 cities. Through this association, and our strong Asia Pacific footprint, we are able to support our clients wherever they seek to do business.

Hunt & Hunt has carved out an enviable position in the Australian legal market by positioning our firm at the mid-point on price, and cost-consciously delivering premium services to our clients.

Our firm's size, structure and culture have distinct advantages. As we are not bound by bureaucracy or hindered by layers of politics, policy or procedure, we are easier to do business with. We pride ourselves on being collaborative, practical, accessible and approachable. Though our workforce is populated with brilliance, it is free from ego and arrogance.

Our firm moves with the times and innovates constantly to deliver our services more efficiently, to automate routine processes, and to add value to our clients. Yet, while we harness technological advancements, we are careful not to use technology to the disadvantage of personal relationships, or to the detriment of client service.



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