

Charlotte Henley

Partner



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Overview

Charlotte is a partner and co-leader of our intellectual property team. She helps clients identify, protect and commercialise their intellectual property, and resolve IP disputes. She also regularly advises on advertising and marketing materials, including social media initiatives.

Charlotte advises government entities and businesses in New Zealand and internationally on a wide range of intellectual property issues, including trade marks, copyright, domain names, designs and patents. She is one of the few lawyers in New Zealand with extensive expertise in plant variety rights protection and enforcement.

Charlotte can help you to identify and register your intellectual property and make sure you have the right to use it. She can also help you develop a strategy to commercialise your IP through licensing or franchising, or by selling your business. She often advises clients on the IP issues associated with social media and advertising campaigns, and on compliance with advertising and marketing laws, including voluntary codes and legislative requirements.

Charlotte has many years of experience in resolving intellectual property disputes, and in advising on opposition and non use proceedings. She advises on parallel importation issues and domain name disputes. She regularly advises on IP audits, and transfers of intangible assets.

Charlotte is a member of the Intellectual Property Society of Australia and New Zealand, and the International Trade Marks Association.

She is also a registered patent attorney and an Australian registered trade mark attorney.

Charlotte is the Managing Partner in our Wellington office – one of only a handful of female Managing Partners in New Zealand.

Experience

- **Tourism New Zealand:** Advised on the protection and enforcement of their NZ and international trade mark portfolio, including their iconic 100% Pure New Zealand brand, and drafting Talent Agreements and IP licences for their advertising and social media campaigns.
- **Shott Beverages Limited:** Acting for this successful New Zealand based ingredients manufacturer on

protection of their branding in multiple jurisdictions that are important export markets to them.

- **Confidential client:** Advised on fair trading and advertising standards compliance for the marketing collateral and TVC's for a number of businesses advertising in New Zealand
- **ENZA Fruit International/T&G Global:** Responsible for the international PVR portfolio of some of the key fruit varieties of this client.
- **Cancer Society of New Zealand:** Advising and negotiating licensing and sponsorship agreements, as well as protection of their well known brands.
- **Seequent Limited:** Advising this successful New Zealand engineering tech business that operates in over 30 jurisdictions, on global trade mark protection and IP strategies.

Recognition

- *The Legal 500 Asia Pacific 2019:* Recommended Lawyer for Intellectual Property and TMT
- *Chambers and Partners Asia Pacific 2019:* Recognized Practitioner for Intellectual Property
- *Chambers and Partners Asia Pacific 2020:* Ranked Lawyer for Intellectual Property
- *World Trade Mark Review 2019:* Awarded Silver Status in New Zealand for Trademark Prosecution and Strategy and Transactions
- *Managing IP Stars Handbook (Trademark and Copyright) 2019:* Recognized as an Intellectual Property Star for New Zealand
- *World Intellectual Property Review's WIPR Leaders handbook 2019:* Recognized as an Intellectual Property Leader

Insights

- Co-author, "Look Before You Leap : Making a name for yourself as a tech start-up", *Kensington Swan Newsflash*, June 4, 2019
- Co-author, "Have You Got a Plan?," *Contractor Magazine*, November, 2018
- Co-author, "Authentic Advertising by Influencers", *Marketing Association*
- Co-author, "Jumping on the China Bandwagon", *New Zealand Winegrowers Magazine*, August 9, 2018
- Co-author, "Can Offshore Providers Offer Their Branded Financial Products in New Zealand?," *Kensington Swan Newsflash*, April 19, 2018
- Co-author, "Use it or Risk Losing It," *New Zealand Winegrower Magazine*, April, 2018
- Co-author, "Is Your Brand Worthy of the Bottle," *New Zealand Winegrowers Magazine*, March, 2018

Activities and Affiliations

Presentations

- Speaker, "Opportunities and Challenges for Maori Exporters–Taking your Brand Globally," Maori Legal Business & Governance Forum, September 2019
- Speaker, "Top Legal Tips on Influencer Marketing," Marketing Association Seminar, September 2019

- Speaker, "Marketing Law," Wellington Chamber of Commerce, Wellington, June 2019
- Speaker, "Influencer Marketing in NZ—Top Tips," LegalWise Marketing and Advertising Law Roundtable, March 2019

Memberships

- Member, Intellectual Property Society of Australia and New Zealand
- Member, International Trademarks Association
- Fellow, New Zealand Institute of Patent Attorneys

Prior and Present Employment

- Dentons Kensington Swan (formerly Kensington Swan), 1999–present
- AJ Park, 1995–1998

Areas of focus

Practices

- Intellectual Property and Technology
- Litigation and Dispute Resolution
- Corporate

Industry sectors

- Life Sciences and Health Care

Education

- University of Otago, 1994, LLB, (Hons)
- University of Otago, 1994, BSc, Physiology

Admissions and qualifications

- Registered Patent Attorney, Australia, 1997
- Barrister and Solicitor, High Court of New Zealand, 1995
- Registered Patent Attorney, New Zealand, 1997