



New Zealand Intellectual
Property Attorneys Inc

2026 Annual Conference

Friday 11 September 2026

Christchurch Town Hall
86 Kilmore Street
Christchurch 8013

President's Welcome

Thank you for joining us today. We, the council, truly appreciate you all taking the time to participate in and contribute to, our annual gathering.

We have arranged a diverse and interesting array of speakers covering various topics of interest to you all. Or at least we hope you will think so!

Cue: A big thank you to all of our speakers!

For the rest of us mere attendees, I know we are looking forward to the opportunities this meeting provides: to catch up with friends and colleagues, to learn a few new things, to be reminded of a few old things we have somehow forgotten, and to hone the skills of our craft through lively discourse and debate.

By the end of your time here we trust you will leave feeling refreshed, revived and sharpened for another year of saving the world one trademark/patent at a time!

Best regards

Britta Fromow, President, and the NZIPA Council

Schedule

Time	Speaker	Topic
8.00 – 8.50am	Registration	
9.00 – 9.10	Welcome	
9.10 – 10.10	Batur Oktay	Brand building
10.20	Morning Tea	
10.45 – 12.15	Simon Rowell Duncan Mackintosh	Intangible Asset Strategy and Commercialisation
12.15 – 1.05	Andrew Brown	Music rights
1.05	Lunch	
1.55 – 3.05	Talyn Stanton Paul Johns	Ethics: Supervision, Competency and Client Trust in an Age of Generative AI
3.05	Afternoon tea	
	3.30 – 4.25 OR	Stream 1 Limes Room Ronelle Geldenhuys Virginia Nichols
	3.30 – 4.25	Stream 2 Avon Room Kevin Glover
4.25 – 5.10	John Hackett	Building your own brand

Speaker Profiles

1. Brand Building



Batur Oktay

David Wright Tremaine

Seattle, USA

Batur Oktay is a partner at Davis Wright Tremaine in Seattle, where he anchors the firm's trademark practice. He brings more than 25 years of experience advising C-suite executives and boards of directors on IP strategy, complex commercial matters, global product launches, and high-stakes litigation.

Earlier in his career, Batur was senior corporate counsel at Adobe, where he led its anti-piracy and IP litigation efforts and managed its trademark portfolio. He then spent nearly two decades at Starbucks, becoming Managing Director overseeing the company's global IP program, building its trademark portfolio, and launching its patent program from the ground up. Batur also advised on key corporate transactions for the company, including a \$7 billion global partnership with Nestlé - the largest deal in Starbucks' history. He later served as VP and General Counsel at Rad Power Bikes, North America's largest e-bike company.

When he's not advising clients, Batur can be found sampling the local coffee wherever his travels take him - and stopping to pet every dog he crosses paths with along the way.

2. Intangible Asset Strategy and Commercialisation



Simon Rowell

Innovation Liberation Front

Simon comes from a background in the law and business consulting, with more than 20 years experience in commercialising intellectual property. He founded Innovation Liberation Front in 2012, to help entrepreneurs create businesses from their ideas.

Simon has developed significant global networks within intellectual property and licensing industries through his involvement in the Licensing Executives Society International (11,000 members in 32 countries), and within the community of 10,000 successful business owners in 46 countries that comprise the Entrepreneurs' Organisation (www.eonetwork.org).

Simon spent two years as the President of the Licensing Executives Society of Australia and New Zealand, and also served as the President of the New Zealand chapter of the Entrepreneurs' Organisation.



Duncan Mackintosh

Brandon Capital

Before joining Brandon Capital, to lead the New Zealand operations, Duncan spent 10 years in technology transfer and was the Chief Executive of the commercialisation company of the University of Waikato, New Zealand. Duncan has led a range of initiatives including KiwiNet — a consortium of 15 New Zealand research organisations established to facilitate commercialisation.

Duncan has a particular interest in animal health and life science sectors. Earlier in his career, he spent five years in clinical veterinary practice including leadership roles during the 2001 foot and mouth outbreak in the UK.

Duncan has a Bachelor of Veterinary Science from Massey University. He is founder of a number of start-up ventures and has held directorships with a range of technology start-ups and is currently a director of Cadmus Animal Health and TamoRx.

3. Music Rights



Andrew Brown KC

Andrew is at the forefront of intellectual property and civil litigation work in New Zealand. He has an LLB Honours from Auckland University and was a Rhodes Scholar at Oxford where he obtained a First in the BCL Degree. Andrew has been at the independent bar since 1998 and was made a QC in 2002. Formerly he was a litigation partner at Russell McVeagh.

Intellectual Property Specialist

As a specialist in intellectual property, Andrew has handled extensive litigation in the High Court, Court of Appeal and Supreme Court – as well as numerous cases in the Trade Mark and Patent Office (IPONZ). Andrew has wide-ranging experience in copyright, patent, trade mark and trade secrets litigation – along with experience in trade mark applications and oppositions and branding advice and strategies. He regularly handles interim injunctions and other applications for urgent relief.

Advisor on Copyright and Licensing Issues

Andrew has also advised extensively on copyright and licensing issues and has done considerable work in the fields of music and sound recording copyright, publishing copyright and in cases before the Copyright Tribunal.

4. Ethics: Real and potential conflicts in modern practice.



Paul Johns

Pearce IP

Paul is an intellectual property dispute resolution specialist with more than 24 years of experience across New Zealand and the UK. Paul is a seasoned lawyer, IP strategist, and Head of Pearce IP's litigation team in New Zealand.

He is experienced in managing contentious disputes regarding all types of intellectual property and related issues, including patents, copyright, trade marks, designs, confidential information and consumer law. With a background in molecular genetics, Paul has acted for clients across a vast range of industries, including pharmaceuticals, biotechnology, animal health, med-tech, food & beverage technologies, heavy vehicle engineering, fashion, hospitality, and entertainment.

Talyn Stanton



Douglas Pharmaceuticals Ltd

Talyn's role as IP Counsel at Douglas is a diverse one. She carries overall responsibility for the company's freedom to operate in the generic pharma space, both in New Zealand and for exports. She also handles IP aspects of contractual issues for the company and oversees any complex or contentious trade mark and copyright matters which may arise.

Talyn provides education and up-skilling on IP within the company, and works closely with New Product Development teams to ensure both freedom to operate and, capture and management of new IP generated within the business.

5a. Manner of Manufacture



Ronelle Geldenhuys

Jones Maxwell Smith & Davis

Ronelle specialises in electronics, computer networks, computer-implemented (software) inventions, control systems, mine automation, telecommunication and communication systems, domestic appliances and electro-optics.

Ronelle's IP practice covers both patents and designs, and in addition to drafting and prosecuting local and foreign applications, she advises on infringement, validity and commercially applicable IP strategies. Having experience as both an in-house patent counsel and private practice patent attorney, she is able to bridge the communication gap that sometimes yawns between inventors and patent attorneys, facilitating the patent process.



Virginia Nichols
Corcoran French

Virginia is a Senior Associate in the Corcoran French litigation team, with an interest in resolving commercial disputes.

She is also an expert in intellectual property law, including protecting the intangible assets of clients in New Zealand and overseas through the strategic use of patents, trade marks, copyright, designs, confidential information and practical protections. Virginia is a Registered Trans-Tasman Patent Attorney and Registered Australian Trade Marks Attorney with technical competencies including physics and electrical and electronic engineering.

Virginia joined Corcoran French in 2024 following a period in the public service as an Assistant Commissioner. In that role, she decided disputes relating to the registration of patents and trade marks, including conducting hearings and issuing formal written decisions.

Virginia is also a guest lecturer in Intellectual Property at the University of Canterbury and the University of Auckland. Virginia loves sharing her expertise and experience with students, other professionals, and industry groups.

5b. Trade Marks Update



Kevin Glover KC

Kevin practises in the area of complex commercial disputes. About three-quarters of his work relates to intellectual property and the balance involves general civil and commercial disputes. He holds a Masters degree in law from the University of Cambridge, contributes to a number of legal publications and presents seminars to practitioners. He acts as lead counsel on trial and appellate cases, and is frequently instructed on cases involving interim injunction applications.

He is a recognised expert in intellectual property and has acted as sole or lead counsel in high profile cases involving copyright, trade mark infringement and registrability (including IPONZ oppositions), patents, design rights, passing off, the Fair Trading Act, domain name issues and breach of confidence. He also adjudicates on domain name disputes as an Expert for the New Zealand Domain Name Commissioner.

Kevin also advises and acts on a wide range of general civil and commercial disputes, mainly relating to land/property (including leases, caveats, agreements for sale and purchase and partition under the Property Law Act), contract and insolvency.

6. Building your own brand



John Hackett

John is a recognised and celebrated professional in his field and is a member of overseas trade mark organisations including INTA (International Trade Mark Association), ITMA (Institute of Trade Mark Attorneys -UK) and PTMG (Pharmaceutical Trade Mark Group). He has served on numerous committees for INTA for over 30 years.

John's international experience includes acting for Disney, Warner Bros, Lacoste, Hermès, Citibank, Ferrari, L'Oréal and Bic.

In New Zealand, John has been a partner of Baldwins IP and AJ Park where he served as chairman of Partners between 2013 - 2019. John's New Zealand clients included Mainfreight, Farmers Trading Company, Healtheries, Navman, Les Mills International and Manuka Health, as well as a large number of local wineries. He also worked with The Icehouse, running seminars for New Zealand business owners and leaders.

7. Our MC



Eddie Rakanui

Eddie is a leadership coach, MC and keynote speaker known for his energy, relatability, and practical tools. He has advised government agencies, Iwi, and executives across sectors, helping them navigate change, improve resilience, and lift capability.

A TEDx curator and speaker coach, he has guided winners of the Westpac Bank Innovation Award and authored books on time efficiency and transformational lessons from hitchhiking.

As host of the Big Life Mindset podcast - ranked in the Top 10% most shared worldwide on Spotify - and a familiar voice on radio, Eddie is a natural storyteller.