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LLB Hons – University College London

Solicitor of the Supreme Court of England and Wales 1984 to present

Fellow of the Royal Society of Arts

Summary

Gordon is a lawyer with over 40 years of experience focused on contentious and transactional intellectual property and antitrust law. He undertook mediation training with the Centre for Effective Dispute Resolution (CEDR) in 1996, achieving full accreditation, and also undertook a course in mediation with the World Intellectual Property Organisation (WIPO) in 1997. He assisted in the teaching of that course afterwards. Gordon has spoken on the topic of the mediation of IP disputes at INTA, AIPPI and APAA conferences.

Gordon has vast international experience having led the IP team at Gowling WLG (formerly Wragge & Co) from 1995 to 2020, during which time he opened offices in China, Germany, France, Dubai and Singapore. He also worked with existing offices in Canada and Russia.

Gordon is now based in Milan, working as international counsel for the leading Italian IP practice, Trevisan & Cuonzo.

He has written and spoken widely on IP and antitrust related topics, including writing and presenting a widely acclaimed annual summary of patent cases in the courts of England and Wales between 1998 and 2024. Gordon has given presentations on IP topics in China, Japan, Malaysia, Singapore, Dubai, France, Germany, Italy, the USA and Canada. He is recognized as an “IP Star” by Managing Intellectual Property

General Experience

- Patent Infringement and Validity Litigation across many technical areas
- Patent entitlement and ownership disputes
- Trademark infringement and validity litigation
- Trademark ownership disputes
- Registered and Unregistered Design infringement and validity litigation
- Copyright infringement litigation
- Licensing and franchising of IP rights
- Licensing disputes and litigation
- Franchising litigation
- Antitrust litigation
- Trade Secrets policy creation and dispute resolution

Mediation and Arbitration Experience

- Arbitrator on the WIPO Domain Name dispute resolution procedure – handled over 30 disputes as panelist or chair
- Mediation of large patent infringement dispute involving valuable medical instrument technology
- Mediation of the final issues in a large multi-national trademark dispute regarding online flower sales
- Mediation of a patent entitlement dispute regarding patents valued at over €10m
- Mediation of a complex trademark ownership dispute between siblings
- Mediation of multinational patent licensing dispute regarding the establishment of FRAND rates
- Mediation of competition law dispute regarding the postal services in the UK
- Multiple further mediations of medium/small IP disputes handled as mediator
- Judge of the annual Oxford University International Universities IP Mooting competition (2016 to present)

Most Notable Cases

- AB Volvo v Erki Veng (UK) Ltd – English Courts and European Court of Justice – 1988
- O2 Holdings Ltd v Hutchison 3G UK Ltd – English Courts and Court of Justice OF THE European Union – 2008

- Cinpres v Melea – Court of Appeal of England and Wales – 2008
- Dyson Technology v Samsung – High Court of England and Wales – 2009
- Virgin Atlantic Airways v Zodiac Seats UK – Supreme Court of England v Wales – 2013

Approach to Mediation

Gordon was an enthusiastic early adopter of the benefits of mediation in IP disputes. He adopts a pragmatic and business focused approach, always looking for the sort of solution that a court judgment cannot provide. He is trained in different mediation techniques – including the “one room” approach involving keeping the parties together. He has also conducted “Med-Arb” procedures, where the mediation converts into an arbitration to complete a resolution. Gordon believes in a highly communicative approach to mediations, always seeking to establish a relationship of trust with the parties to facilitate constructive meetings. He is always happy to remain “on duty” beyond the day of a mediation meeting to help the parties through the formalization of the settlement if appropriate.