

# Global Law Experts®

Handbook 2017

# 2017

Finding the right Expert for your business solution

## BESPOKE



**Jeremy Szwider is a founder and principal of Bespoke, a full serviced law firm providing expert legal services across the business arena.**

Jeremy is widely recognised as an expert in intellectual property in Australia. He is an award-winning IP lawyer who has specialised in this field for over 18 years. During this time, Jeremy has been instrumental in leading various intellectual property departments and managing large trade mark portfolios. He has also published various articles on the topic and has a Masters Degree in Intellectual Property (with a focus on trade marks and internet law).

**Specialisation**

Jeremy and his intellectual property team at Bespoke pride themselves on their expertise in the area of trade marks and offer a one-stop-shop for reliable advice on trade mark:

- issues;
- management;
- enforcement;
- exploitation and commercialisation.

Advising on a range of trade mark issues, Jeremy works closely with clients to develop, manage and implement trade mark protection and enforcement strategies to leverage its brands and ensure they have the necessary registrations and protection in place.

Jeremy is renowned for his innovative, commercially focused and practical advice to help protect and manage trade mark portfolios. This includes trade mark application drafting, prosecution and registration of trade marks in Australia or overseas. He is experienced in managing large global trade mark portfolios across the globe.

Jeremy's trade mark services range from filing and prosecuting trade mark applications through to assignments and licensing, searching and watching, infringement and validity, portfolio management and renewals, due diligence, dispute resolution and commercialisation advice.

Jeremy adopts a revolutionary approach to legal services. His trade mark practice does away with fixed overheads, bureaucratic traditional firm processes and inflexible fee agreements. In its place, Jeremy provides tailored trade mark support, all on a fixed price basis. He describes his clients as "entrepreneurial, business and tech savvy, innovative, growth businesses".

With Jeremy heading Bespoke's Intellectual Property department it won LiveWire Awards (Intellectual Property) in both 2015 and 2016; was a finalist at the 2015 Lawyer's Weekly Australian Law Awards (boutique law firm of the year); and was a finalist at the 2015 Australasian Law Awards (boutique law firm of the year). Jeremy was also a finalist at the Lawyer's Weekly Box Breaker of the Year Award.

**Jeremy Szwider**  
Principal  
Tel: +61418 988 212  
[jeremy.szwider@bespokelaw.com](mailto:jeremy.szwider@bespokelaw.com)

Level 7  
Rialto South Tower  
525 Collins Street  
Melbourne, Victoria  
3000  
Australia  
Tel: +613 9020 4436  
[www.bespokelaw.com](http://www.bespokelaw.com)