

## Kenneth Mullen

PARTNER | LONDON

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### Kenneth is a partner in the intellectual property and technology team.

He advises on IP, licensing, commercial technology and data protection. He has extensive experience in these specialised areas advising clients across a range of sectors including luxury brands, fashion, sport and entertainment, digital media, software and technology, art and design, hotels and leisure, music, publishing, financial services, retail and manufacturing. Kenneth also regularly assists charities and not for profit organisations.

Kenneth's transactional expertise includes advising on licensing and exploitation of IP, as well as commercial agreements in relation to distribution, agency, franchising, sponsorship, celebrity endorsement, publishing, research and development, outsourcing, IT procurement, software development and data hosting/processing agreements as well as website terms/privacy policies.

As well as dealing with soft and hard IP issues, Kenneth's regulatory expertise includes, data protection, cyber security, UK and EU competition law, freedom of information, e-commerce, consumer law and financial services outsourcing.

His previous experience includes acting as European General Counsel for a global on-line travel company and as UK commercial counsel at a major software corporation.

Kenneth is listed in the 'Experts Guides' as one of the world's leading 'Technology, Media and Telecommunications' lawyers.

Kenneth is a regular contributor to specialised publications and international media, including the Financial Times and The Times.

He also frequently speaks on IP exploitation, technology and data protection/security issues at industry events in the UK and abroad.

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# Track record

## International consulting firm

Advising an international consulting firm, which is part of a global HR group, managing advice on data protection issues across EU jurisdictions (including the UK, Germany, France, Belgium, Netherlands, Italy, Spain, Portugal, Austria, Hungary and Greece).

## Data transfer and data processing

Assisting a range of clients in relation to implementing lawful overseas data transfer and data processing mechanisms from the EU/EEA.

## Data breach incident

Successfully defending a client in relation to data breach incident that led to English High Court proceedings and also helping a client negotiate a high-profile investigation by the UK Information commissioner to a satisfactory conclusion.

## Image rights

Advising well known sports personalities, including a high-profile football manager and tennis player in relation to licensing, protection and enforcement of their image rights.

## Trademark and brand portfolios

Assisting a range of luxury, hotel, restaurant and retail clients in relation to enforcement and maintenance of their trade mark/brand portfolios in the UK, EU and across the world.

## Financial technology clients and entrepreneurs

Assisting a range of financial technology clients and entrepreneurs in relation to their commercial contracts, licensing and IP protection, as well as regulatory compliance.

## UK contemporary artist

Acting for a well known UK contemporary artist in relation to a copyright infringement claim.

## Cyber security products

Advising a European software and consulting company on legal issues around launch of a range of cyber security products.

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## Talks

- *'Fashion tech law: A global perspective,'* New York Fashion Tech Lab virtual workshop - June 11, 2021, speaker
- *'The Entrepreneurs,'* radio show of the business and lifestyle magazine The Monocle

## External publications

*'The Art Market and Money Laundering: The UK's First Year Report,'* Arts & Collections - August 9, 2021, author

*'IP and data protection chapters'* of Tolley's Charities Manual, contributed

*'Practical Will Precedents'* in relation to IP and digital assets, co-contributed

## Admissions

Scotland, 1995

England and Wales, 2000

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## Education

Strathclyde University, LLM

University of Glasgow, LLB (Hons), Dip LP

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## Languages

English

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## Memberships

Society for Computers and the Law

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## Key dates

Year joined: 2010

Year became partner: 2010

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