



LESI Trademarks, Designs & Merchandising Committee

"Trademarks and Brands in the Metaverse"

8 December 2022 at 12:00pm – 1:00pm (GMT)

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SPEAKER BIOGRAPHIES

Alan Hunt



Alan is a Partner in the Digital, Commerce & Creative group and Co-Head of Media & Entertainment. In 2019 he co-founded The Collective by Lewis Silkin and it has grown from strength to strength. Through The Collective, Alan is passionate about building a community of thought leaders and decision makers working for luxury, lifestyle and premium brand businesses. Alan specialises in the drafting and negotiation of commercial and technology contracts and the exploitation of intellectual property assets. Many of Alan's clients are from leading fashion houses, retailers and lifestyle brands, as well as innovative and disruptive media, technology, publishing and advertising companies.

JJ Shaw



JJ is a Senior Associate in the Digital, Commerce & Creative team, focusing on matters within the media & entertainment, technology and sports sectors. JJ specialises in the drafting and negotiation of complex commercial contracts, including those relating to brand partnerships, sponsorship, technology, advertising & marketing, creative services and content licensing. He is also one of Lewis Silkin's specialist lawyers when it comes to the topic of NFTs, regularly advising clients on the complex IP licensing structures that underpin NFTs and the integration of NFTs within sports, video games and blockchain environments. JJ is a member of the firm's internal "Web 3.0" and "Gambling and Betting" working groups.
