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Trade Marks Attorney and Consultant
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Blake Knowles | Principal & Head of Trade Marks

Blake currently manages a portfolio of 5,000 trade marks and has acted on behalf of many established brand owners, including ALDI, Teys, Aurizon, Billabong and Daimler. Blake also regularly acts for emerging businesses, particularly those based in Queensland.

Blake is a specialist in trade mark due diligence, registration, oppositions and dispute resolution. Blake has acted on behalf of clients in relation to trade mark applications, oppositions and disputes in many countries.

Blake has spent his entire career in the field of trade marks. Prior to joining Cullens in 2010, Blake held a number of positions at the Australian Trade Marks Office. Blake was a Principal Examiner of Trade Marks, and also Assistant Director of the Trade Marks Hearings and Oppositions section. In his role at IP Australia, Blake was responsible for developing practice and procedure, including authoring parts of the Trade Marks Office Examination Manual. Blake has also represented the Australian Government at international conferences in the field of intellectual property.

As former Principal Examiner, Blake is an expert in Australian Trade Marks Office practice. Since joining Cullens, Blake has been successful in having over 100 examination decisions successfully reviewed, based on legal argument alone.

Blake also has significant experience with geographical indications and has been heavily involved in work surrounding the recent amendments to the Australian Wine and Brandy Corporation Act and Regulations.

What Others Say

"Cullens has acted for ALDI for over fifteen years. Blake and the Cullens team are very responsive and provide us with timely and commercially practical advice on intellectual property issues." ALDI

"We have used Cullen's now for 10 years, we have found them to be thoroughly professional in all their dealing on our behalf. Blake Knowles in particular is very easy to deal with, and unlike most lawyers, very clearly communicates in plain English, not legal jargon."

David Morris, **Lifestyle Blinds and Shutters**

"We used Cullens to oppose trade mark applications against our business name as well as registering our own trade mark and securing domain name. During this process we found Blake Knowles to be very professional and to have a very straight forward approach to a cost effective outcome. They kept us well informed and spoke in layman's terms. I have no hesitation in recommending Blake Knowles and Cullens to help grow and secure your business name."

Scott Landsberg, **Pumps R Us Pty Ltd**

"Cullens assisted us in obtaining two trade marks registrations. Blake and Kym made it appear effortless!"

Mandie Hopia, **CJ Homes**

Experience

- ✓ Examiner of Trade Marks – Australian Trade Marks Office 2003-2006
- ✓ Senior Examiner of Trade Marks – Australian Trade Marks Office 2006-2007
- ✓ Principal Examiner of Trade Marks and Team Leader – Australian Trade Marks Office 2008-2009
- ✓ Assistant Director Trade Marks Hearings and Oppositions – Australian Trade Marks Office 2009-2010

In April 2018 Cullens joined the Spruson & Ferguson business. Cullens now operates under the Spruson & Ferguson brand and the Cullens team operates as part of the broader Spruson & Ferguson team. For more information see www.spruson.com/cullens.