



Ruth Hoy

Partner

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Ruth Hoy has great experience in media and intellectual property litigation, mainly acting for media and sporting clients.

Ruth has knowledge in contract, copyright, trademarks, passing off, confidential information, defamation and privacy.

EXPERIENCE

KEY EXPERIENCE

- Acting for an international sporting body to obtain the first ever interim injunction in Scotland to prevent internet streaming of live sports events
- Advising on anti-piracy litigation issues for the Premier League, including taking High Court proceedings to establish the legality of the importation and sale of foreign broadcaster smartcards in the UK and their use in pubs and clubs
- Acting in High Court litigation with a former franchisee of a mobile telecoms business; including termination of brand licence and associated issues
- Acting for an internationally famous musician/writer in a claim against his publishing company regarding royalty
- Acting in trademark and domain name enforcement matters for a variety of clients
- Acting in High Court defamation proceedings brought by an individual against a major High Street bank
- Advising in relation to privacy issues; assisting a client which had been the subject of undercover filming and how best to ensure that the programme which was aired was a fair and accurate assessment of events
- Advising major broadcasters on contractual, copyright and licensing issues
- Acting for major Hollywood film studios on international film distribution deal disputes
- Advising on reversionary copyright and remake rights for film companies

CREDENTIALS

RELATED SERVICES

- Intellectual Property and Technology
- Litigation, Arbitration and Investigations

RELATED SECTORS

- Media, Sport and Entertainment
- Hospitality and Leisure
- Consumer Goods and Retail
- Technology

Professional Qualifications

- Solicitor of the Senior Courts of England and Wales

Recognitions

- Commended in the *WTR 1000: The World's Leading Trademark Professionals 2017*

Education

- Leeds University, First Class Honours in Law
- Birmingham University, LLM in Commercial Law
- Nottingham Law School, LPC with distinction

INSIGHTS

Publications

Diversity and Inclusion - how does the retail sector fare in the boardroom?

5 JUN 2019

With diversity and inclusion fast becoming a hot topic on the agenda for almost every business across the globe, there is no doubt that the requirement for a more diverse board is increasing.

DLA Piper's Consumer Goods & Retail Team in partnership with Green Park have produced a report that analyses the level of diversity and inclusion across the board and executive committees of 30 of the world's leading retailers.

[Continue reading](#)

Word from the industry's mouth: An Exclusive Interview with Caroline Rush, CBE, Chief Executive of the British Fashion Council

20 MAY 2019

As Chief Executive of the British Fashion Council, Caroline Rush's role is to promote the British fashion industry, both through London Fashion Week and through wide ranging initiatives, including the BFC/Vogue Designer Fashion Fund and the BFC Fashion Trust; indeed, we first met Caroline through DLA Piper's involvement in the BFC's NEWGEN programme, an initiative dedicated to helping designers to innovate and commercialised their creativity. We are delighted to have this opportunity to share Caroline's thoughts on her role and the future of British fashion.

No-deal Brexit: Impact on trademarks and designs

15 APR 2019

While a range of outcomes, including [a departure under the terms of the current Withdrawal Agreement](#), remains possible, it is important for businesses to plan for a no-deal Brexit, in which the UK leaves the EU without a withdrawal agreement or other deal. Here we look at the potential impact of a no-deal Brexit on the protection of trademarks and designs

Law à la Mode: Social Media Influencers & Effective Disclosures, IP and E-Commerce: Your basic checklist, Longchamp's Handbag Copyright Saga, IP Protection of Fashion Shows in Italy and more

21 MAY 2018

Law à la Mode Series

The UK editorial team is delighted to bring you this special edition of Law à la Mode, produced by DLA Piper's Retail Sector group for distribution to clients and contacts of the firm worldwide and marking the 140th Annual Meeting of INTA in Seattle.

Sports data

10 MAY 2018

With improvements in technology, increasingly more data about sporting events is being captured. A number of different groups claim to "own" such data – the players themselves (*"the data wouldn't exist if we didn't participate"*), the data companies (*"it's our technology which is driving data collection and analytics"*) and the sports rightsowners themselves (*"it's our competition"*).

The implications on data in sport in light of improvements in technology

18 DEC 2017

With improvements in technology, more and more data about sporting events is being captured. A number of different groups claim to 'own' such data. This article explains why it is important for sports organisations to do what they can to protect and enforce their investment in data collection.

Law à la Mode

14 OCT 2013

Law à la Mode Series

A quarterly e-magazine from our Fashion, Retail & Design Group with the latest industry news, comment and legal updates.

Law á la Mode

31 JUL 2013

Law à la Mode Series

A quarterly e-magazine from our Fashion, Retail & Design Group with the latest industry news, comment and legal updates.

Law á la Mode - Special INTA Edition

7 MAY 2013

Law à la Mode Series

An e-magazine from our global Fashion, Retail & Design group with the latest industry news, comment and legal updates.

Law á la Mode

26 APR 2013

Law à la Mode Series

A quarterly e-magazine from our Fashion, Retail & Design Group with the latest industry news, comment and legal updates.

Law á la Mode
Edition 8 - Winter 2012/2013

11 JAN 2013

Law à la Mode Series

A quarterly e-magazine from our Fashion, Retail & Design Group with the latest industry news, comment and legal updates.

Law à la Mode

20 SEP 2012

Law à la Mode Series

This issue of Law à la Mode is brought to you by our German editorial team, in the midst of a month in which fashion capitals around the globe are enjoying Fashion Week S/S 2013.

Law à la Mode

26 JUN 2012

Law à la Mode Series

Law à la Mode

1 MAY 2012

Law à la Mode Series

Law à la Mode

1 MAR 2012

Law à la Mode Series

Law à la Mode

1 DEC 2011

Law à la Mode Series

Law à la Mode

10 MAY 2011

Law à la Mode Series

Law à la Mode

9 FEB 2011

Law à la Mode Series

Ruth is a contributor to Sweet & Maxwell's *Practical Intellectual Property* and has written articles, including for *World Copyright Law Report*. She has been quoted in the *Press Gazette* and the *Guardian Media Law Supplements*, and interviewed on the radio.

Events

Previous

Retail Reimagined: report launch event

19 APR 2018

London

London Sector Week: Retail - trends in the market

27 SEP 2017

London

NEWS

New report finds retail sector leadership diversity deficit will affect future competitiveness

5 JUN 2019

DLA Piper and executive recruitment and diversity consultancy Green Park today launch *The Retail Leadership 700* report, which reveals for the first time the extent of the lack of diversity within the leadership teams of the top US, UK and European retailers.

29 DLA Piper lawyers in 10 countries ranked among *The World's Leading Trademark Professionals*

12 FEB 2019

WTR 1000: The World's Leading Trademark Professionals 2018 has named 29 DLA Piper lawyers from nine countries to its list of top trademark professionals.
