



## Ruth Hoy

### Partner

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### London

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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.

## 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

- Intellectual Property and Technology
- Litigation, Arbitration and Investigations

- Media, Sport and Entertainment
- Consumer Goods, Food 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

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### Publications

#### Law à la Mode: Fashion and retail industry trend 2022: NFTs, ESG impacts and more

17 December 2021

Law à la Mode

In the 33rd edition of Law à la Mode we look at the “athleisure” fashion trend and the increase in M&A activity; the opportunities and risks of using NFTs; ESG impacts in the retail sector; The rise of e-commerce of post-bankruptcy companies; Interview with Brianne West – How Ethique is revolutionizing the cosmetics industry with plastic free packaging?

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#### Law à la Mode

6 August 2021

Law à la Mode

The world has seen huge disruption in the last 18 months, but as we begin to see the shoots of normalcy beginning to grow we reflect on what the pandemic has taught us and the trends we are seeing.

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#### Law à la Mode

20 November 2020

Law à la Mode

Retail has had to adapt to COVID-19 with speed, ingenuity and resilience. But even bigger disruptions may be around the corner.

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#### 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

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.

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**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**

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**Law à la Mode - INTA special edition: Dubai's d3; combating counterfeit goods online; our top 10 tips on IP protection for fashion items; and more**

4 MAY 2015

Law à la Mode

DLA Piper's Fashion, Retail and Design group is pleased to bring you this special edition of Law à la Mode, marking the 137th INTA Annual Meeting in San Diego.

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**Law à la Mode: Falling foul of China's trademark system; Retailers need to prepare for the new EU Data Protection Regulation; and New developments in the framework of the copyright protection of handbags**

2 FEB 2015

Law à la Mode

A quarterly e-magazine from our Fashion, Retail and Design Group with the latest industry news, comment and legal updates. This edition has been edited by our Italian colleagues.

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**Law à la Mode - Edition 14**

24 OCT 2014

Law à la Mode

A quarterly e-magazine from our Fashion, Retail & Design Group with the latest industry news, comment and legal updates, with a particular focus on technology in this edition.

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**Law à la Mode**

13 MAY 2014

Law à la Mode

A quarterly e-magazine from our Fashion, Retail & Design Group with the latest industry news, comment and legal updates, with a particular focus on technology in this edition.

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**Law á la Mode**

31 JUL 2013

Law à la Mode

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

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### **Law á la Mode - Special INTA Edition**

7 MAY 2013

Law à la Mode

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

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### **Law à la Mode**

1 MAR 2012

Law à la Mode

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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.