



John Wilks

Partner

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John Wilks has extensive experience in a range of domestic and international intellectual property issues, advertising and marketing law, breach of confidence and data protection work.

- Intellectual Property and Technology

While he has acted for a broad range of clients, John's practice has a particular focus on the media, sport and entertainment and consumer goods, food and retail sectors. He has acted for national broadcasters and newspaper publishers, major sports leagues, and a number of well-known consumer brands.

John's advertising work includes campaign clearance, litigation, regulator complaints work, international prize promotions, and direct marketing campaigns.

He has also advised widely on domain name issues, including re the gTLD programme, and what this important development means for brand owners. He has also advised clients on acquisition of version 4 IP addresses.

- Representing the Premier League on its market-leading anti-piracy programme, including managing a large number of copyright infringement proceedings, taking action against the streaming piracy ecosystem, advising on copyright policy developments, and co-ordinating international copyright enforcement in various territories.
- Representing one of the world's largest motor manufacturers on a series of trade mark acquisitions and on global trade mark registration programmes.
- Advising a UK copyright collecting society on all aspects of its copyright strategy, including on licensing, enforcement, and Copyright Tribunal regulation.
- Acting for Football Dataco Limited and others in relation to various proceedings relating to copyright and database rights in football fixtures and data (High Court, Court of Appeal, CJEU).
- Acting for a global motor manufacturer in successful UK High Court proceedings, and in the Court of Appeal, making new law on parallel import trade mark infringement.
- Advising a major international theme park and tourist attractions brand on numerous image rights, advertising compliance and prize promotions matters.

- Representing numerous clients before the UK’s advertising regulator the ASA and in negotiations with Clearcast, including on comparative claims (as complainant and respondent), online targeting of age-restricted ads, sustainability/ ESG claims, HFSS food claims, and hi-tech product performance claims.
- Preparing influencer agreements for various major international brands.
- Advising a major global food brand on engaging with the UK government on its proposed changes to the law on advertising HFSS foods.
- Advising a major clothing brand on a range of issues relating to electronic marketing, and handling of personal data in a marketing context.

CREDENTIALS

Professional Qualifications

- Solicitor of the Senior Courts of England and Wales

Prior Experience

- 2005 to date: DLA Piper
- 2000-05: London based international law firm

Recognitions

- *Chambers and Partners 2020* said John “is an IP enforcement and advertising expert called upon by leading brands to ensure compliance of their campaigns with guidelines and rules. He is also an experienced litigator who regularly defends regulatory complaints and copyright infringement actions for media and sports clients”.
- *Legal 500 2020* describes John as a “name to note” for advertising and marketing work, and as an IP and media expert who is a leading name for copyright and trademark work.
- John is commended in the *World Trademark Review’s* “The World’s Leading Trademark Professionals 2020” for his trademark enforcement and litigation work.

Education

- St Peters College, Oxford University, BA (Hons): English Law with French Law 2:1, 1998
- College of Law, London, LPC, 2000
- University Nottingham Trent, Diploma in Commercial IP, 2006

INSIGHTS

Publications

Environmental claims in advertising - latest UK regulatory action

2 August 2021

Sustainability and ESG Issues in Advertising

In this vlog, John Wilks discusses latest UK regulatory action in regards to environmental claims in advertising.

High fat, sugar or salt food and drink regulation changes

25 May 2021

In the UK plans to ban the advertising of High Fat, Salt and Sugar (HFSS) products will now go ahead. It is expected to hit food manufacturers hard and they need to be prepared for the changes. In this guide we explore what businesses can do to respond and prepare, as well as what stage each proposal has reached.

Impact of Brexit on the media, sport and entertainment industries

21 January 2021

On 1 January 2021, the Brexit transition period came to an end and the UK is now no longer subject to the rules of the EU. In this article, we take a look at the key issues of Brexit on the media, sport and entertainment industries and what the EU-UK Trade and Cooperation Agreement (TCA) means in respect of these sectors.

Boardroom Brexit: What the deal means for intellectual property

31 December 2020

Boardroom Brexit

The TCA is not radical in terms of its immediate impact on holders of IP rights in the UK or the EU. It does not, for example, affect the post-2020 status of EU trade marks in the UK.

Covid-19: Advertising guidance for brands (UK)

30 April 2020

The outbreak of COVID-19 is an unprecedented and rapidly-evolving challenge to businesses in all sectors. In the context of advertising, marketing and social media communications, the overwhelming regulatory focus has been on preventing the exploitation of consumers and on limiting the spread of misinformation.

- John authored the data protection chapter of the book Ad Law, published by the Institute of Practitioners in Advertising.
- John is editor of the highly successful Prize Promotions Around the World guide, which covers 35 jurisdictions; and the DLA Piper IP Rights in Data publication.
- John is also a UK contributor to DLA Piper's Influencer Marketing Guide, and its Trade Mark Laws of the World Guide.

Events

Previous

International advertising law webinar: The trend to sustainability and ESG advertising

15 July 2020 (afternoon session)

International advertising law webinar: The trend to sustainability and ESG advertising
Webinar

International advertising law webinar: The trend to sustainability and ESG advertising

15 July 2020 (morning session)

International advertising law webinar: The trend to sustainability and ESG advertising
Webinar

NEWS

DLA Piper advises Bajaj Auto on long-term collaboration with Triumph Motorcycles

13 February 2020

DLA Piper advised Bajaj Auto India, the world's third-largest motorcycle manufacturer, on a long term collaboration, manufacturing, and distribution arrangement with Triumph Motorcycles.
