

Eddie Powell

Partner

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Overview

Eddie Powell is a partner and head of the Commercial, Sports and IP team at Fladgate.

He specialises in IP transactions, protection and disputes, commercial contracts (including hotel contracts), technology matters, e-business, data protection and competition law.

Eddie acts for clients across a broad range of sectors, ranging from luxury goods and consumer brands, through technology companies to hotel owners and managers.

His expertise in Commercial Contracts is consistently highlighted by the legal directories.

Eddie qualified as a solicitor in England and Wales in 1991 and has also been admitted in Hong Kong.

Experience

IP

- Advising on the IP aspects of the Random House Group Limited worldwide partnership with Virgin Books to develop the Virgin Books brand on a global platform. Key features of the deal included the worldwide use of the Virgin brand in the field of book, audio and digital publishing.
- Advising The Random House Group Limited on the acquisition of the majority shareholding in BBC Books from BBC Worldwide Ltd, including the arrangements to secure the book publishing rights relating to BBC content in the long term.
- Advising a leading online shopping service on a tax driven reorganisation of its intellectual property rights.

Expertise

- Commercial law
- Competition
 - Contracts
 - Data Protection
 - ebusiness
 - Intellectual Property
 - Outsourcing
 - Technology

Industry

- Public Attractions
- Fashion
- Life Sciences
- Media & Technology
- Hotels
- Leisure
- Betting & Gaming
- Financial Institutions
- Retail

International

- Asia Pacific

Location

Fladgate LLP
16 Great Queen Street
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- Acting for a leading household name jewellery designer in relation to his return to a business which he originally founded, after a number of years of separation. A key part of the deal was greater clarity relating to the company's rights in the individual's name.
- Advising numerous clients on trade mark registration issues and trade mark portfolio management. Clients include Headspace Meditation Ltd, Align Communications Limited, Claridges Hotels (PVT) Limited and Product of the Year Limited.
- Acting for Affinity Media Limited in its defence of UK proceedings for registered trade mark and passing-off brought against it in relation to the use of the "Tetris" name and game structure. The claim was settled amicably.
- Acting for Osprey Graeme Ellisdon in relation to its trade mark dispute with Osprey packs regarding the mark OSPREY; the claim was successfully settled on an amicable basis.
- Acting for a leading employment agency in its defence of a claim of infringement of database copyrights by an online directory.
- Acting for clothes designer and importer CK Morgan in garment design rights disputes including High Court proceedings alleging design copyright infringement.
- Advising leading retail fixture suppliers Tegometall International AG on brand protection issues, including numerous actions against copycats using the Tegometall brand as well as actions against traders using the name in keyword search engine campaigns.
- Advising Product of the Year Limited in relation to its UK and international operations, particularly trade mark, franchising and commercial issues.
- Acting for the former The United Kingdom Ukulele Orchestra in its trade mark and passing off dispute with the Ukulele Orchestra of Great Britain.

Commercial

- Advising various publisher clients on e-book and electronic content sales and legal issues relating to pricing and the agency model, and the 2011 investigation by the European Commission into the market.
- Advising a leading aircraft components manufacturer on its multi-year contracts to supply Airbus with wing components across the entire range of Airbus civilian aircraft.
- Advising test provider ALcontrol UK Limited on competition issues arising out of public tender processes and a complaint to regulators regarding predatory pricing and breach of public licences by a competitor.
- Advising Swiss automotive supplier Valmet on its supply contracts with leading luxury car manufacturers.
- Advising the buyers of "Morrison's Local" stores (rebranded to MyLocal) on its multi-year food and non-food supply agreement with Nisa.

Hotels and Leisure

- Acting for Black & White in the setup of its Marco Pierre White franchising business, preparing templates, handling the contracts for naming rights and handling negotiations with restaurant owners.
- Advising the Splendid Hotel Group on its management contracts with Redefine International for two London hotels.

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- Advising Akkeron Hotels on its management contracts relating to the acquisition of the Butterfly Hotels chain.
- Negotiating numerous franchise agreements for property owners with leading hotel brands including IHG, Hilton, Accor, Mövenpick and Marriott including:
 - Westin London City
 - Hampton by Hilton Aberdeen Westhill and Airport
 - Courtyard by Marriott London City Airport
 - IBIS Styles Hotel, Nairobi, Kenya
 - Canopy by Hilton London City
 - AC by Marriott, Manchester
 - Voco Hotel, Edinburgh
 - Hotel Indigo and Staybridge Suites Dundee.
- Acting for Leaf Hotels in management contracts for its portfolio.
- Acting for Blakes Hotel in the agreements for the branding and management of Blakes Corsham Street.
- Acting for hotel owners in relation to management contracts with brand and third party operators for hotels including:
 - Hilton Hotel Woking (Hilton)
 - Westin London City (Redefine BDL)
 - Hampton by Hilton, Bristol Airport (Hilton)
 - Doubletree Hotel Kinshasa, DRC (Redefine BDL).

Data Protection

- Advising numerous clients on GDPR compliance programmes, including review of operations and documents, preparation of policies, notices and consumer terms.

Testimonials

“Fladgate LLP’s Eddie Powell led the advice to MLCG on the negotiation of a multi-year exclusive supply agreement with NISA as part of its acquisition of 140 convenience stores from Morrisons.”

Legal 500 2016

“IP lawyer Eddie Powell successfully defended The United Kingdom Ukulele Orchestra in a trade mark and passing-off dispute with the Ukulele Orchestra of Great Britain.”

Legal 500 2016

“Fladgate LLP advises on a broad variety of contracts, such as the franchising of two Marco Pierre White restaurant chains on behalf of master franchisee New York Italian. A ‘high level of service and quality’ is provided by the eight-partner team, led by Eddie Powell.”

Legal 500 2015

“Fladgate LLP advises a broad client base on domestic and international contracts, such as acting for Media & Sport Management on ‘off-grid’ racing events in Jerusalem and Moscow. Key partners include dual-qualified South African lawyer Grant Gordon, IP and technology specialist Eddie Powell and the multilingual Alex Kaufmann. Advice is ‘good, quick and practical’.”

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Legal 500 2014

“Fladgate LLP gives ‘practical and down-to-earth advice’. It continues to act for Zurich-based Hitachi Zosen Inova in relation to the design and construction of energy-from-waste plants throughout the UK, and recently assisted new fashion website Muse on preparing its terms and conditions and privacy policy. It also advised Pussy Drinks Ltd on a new US distribution agreement for an energy drink. Lead partner Eddie Powell specialises in IP, technology and commercial law.”

Legal 500 2013

“Fladgate LLP advises on a broad spread of commercial matters, from public procurement and competition issues for the likes of ALControl to cross-border aviation contracts for Ruag Schweiz; its multi-jurisdictional capability has been in particular demand...The practice is noted for ‘the way in which a single partner is careful to take care of the quality of the work and ensures that the relative specialists perform their work to a consistently high standard’. Eddie Powell heads the practice, and is ‘a very good client management partner’.”

Legal 500 2011

“Fladgate LLP enhanced its commercial contracts offering with the recruitment of James Earl, an expert in the UK and international sports and entertainment sector, from Pinsent Masons LLP. The team is led by Eddie Powell, who recently assisted Glorious Brands with negotiating an exclusive distribution agreement for Trilogy’s premium skincare products in the UK. In a separate matter, Powell acted for Parabel in the negotiation of a five-year distribution contract with Barentz.”

Legal 500 2017

“Fladgate LLP handles soft IP litigation across the media and sports sectors, with particular expertise in publishing and e-publishing. The team also advises on data protection and security, e-commerce, digital media and social media. It acted for Monster Energy on a number of marketing and advertising campaigns. Digital Cinema Media, Odeon Cinemas and Parkway Cinemas are also clients. IP, technology and commercial specialist Eddie Powell heads the team.”

Legal 500 2017

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