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## WIPO LIST OF NEUTRALS

### BIOGRAPHICAL DATA

Gill MANSFIELD  
The International Dispute Resolution Centre  
London  
United Kingdom



Nationality: British

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### EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS

Post-Graduate Certificate, Competition Policy, gained whilst working for the UK competition authority;  
LLM International, Commercial and European Law – Courses: Intellectual Property, UK and EU Competition  
Law, EU Law, International Law and International Human Rights Law (University of Sheffield).

Barrister – called to the Bar 1994.

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### LANGUAGES

English

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### PRESENT POSITION

Full time neutral, commercial mediator, and dispute resolution specialist. Over 20 years' experience of negotiating deals and successfully dealing with and resolving difficult commercial disputes and complex cross border and international litigation. Experience spans a number of different sectors and acts as a mediator and neutral in a wide range of business, financial and corporate disputes with particular expertise in disputes concerning Intellectual Property, IT, technology and telecommunications, and media & entertainment.

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### PROFESSIONAL EXPERIENCE BEFORE PRESENT POSITION

Founder: Media Law Services Ltd, Legal consultancy providing General Counsel and Head of Legal services to companies in the media, entertainment, online, retail and technology sectors. Clients included SoundCloud (GC based in Berlin/London), Moonpig.com (GC), MTV Networks (VP International), Wall to Wall (part of Warner Bros.) (Head of Legal), Nutopia (Head of Legal), Random House / Penguin Random House (Consultant).

May 2, 2024

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Senior Legal Advisor: Chorion Ltd (London/New York), major international media production and rights company with interests across film, TV, theatre, publishing, games, consumer products and brand licensing, digital/online.

Head of Legal: Phaidon Press Ltd, leading publisher of books on art, design and architecture with offices in London, New York, Paris, Berlin and Tokyo. Managed the entire legal function including all litigation and IP matters.

The Office of Fair Trading (UK competition authority now replaced by the Competition and Markets Authority).

Legal Service, EU Commission, Brussels (specialising in state aids, international trade, competition law, EU law including attending hearings at the European Court of Justice in Luxembourg).

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### **MEMBERSHIP IN PROFESSIONAL BODIES**

CEDR Accredited Civil and Commercial Mediator (Centre for Effective Dispute Resolution, London 2006);  
 Fellow of the Chartered Institute of Arbitrators;  
 Fellow and Registered Mediator with the Civil Mediation Council (CMC);  
 Barrister and member of the Honourable Society of Lincoln's Inn.

#### **Panel Membership**

Panel of IP Neutrals, WIPO, Geneva;  
 Domain Name Dispute Panelist, WIPO, Geneva;  
 Panel of Distinguished Neutrals, International Institute for Conflict Prevention and Resolution, New York;  
 Panel of Mediators, Centre for Effective Dispute Resolution (CEDR), London;  
 Panel of Mediators, London Chamber of Arbitration and Mediation (LCAM), London;  
 Presidential Panel of Mediators, Chartered Institute of Arbitrators (CIArb).

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### **AREAS OF SPECIALIZATION**

Intellectual Property: Copyright, trademarks, trade dress, passing off, domain names, design rights, patents, format rights, database rights, confidential information, know-how, trade secrets, NDA's, IP licenses and assignments, joint ventures, infringement actions, IP protection, IP litigation and disputes.

Brands: Brand strategy and brand protection, brand and character licensing, consumer products; merchandising agreements; product design and development; manufacturing, sales and distribution; product liability and product recall.

Media and Entertainment law: TV production, sales and distribution; programme acquisition; channel carriage; TV and film finance; film option agreements; commissioning, co-productions; artist and talent agreements; composer agreements and music synchronisation agreements; location and filming agreements; CGI/visual effects; format rights; confidentiality/non-disclosure agreements; theatre; home entertainment; gaming; interactive entertainment; all forms of digital media and digital distribution.

Publishing: Publishing agreements with authors, artists, designers and photographers; co-edition and buy-in agreements; translator agreements; rights issues and reversion of rights; royalty disputes; moral rights/droit d'auteur; collecting societies; printing, warehousing and distribution; agency and reseller agreements; serialisations; confidentiality and embargo agreements; audio publishing; e-Books, apps, digital and interactive publishing; IT and technical publishing systems.

Music: Copyright and licensing, royalties, rights issues and royalty disputes, contract disputes, collecting societies, music publishing, recording, synchronisation licences, all forms of distribution.

IT, digital and technology: Large-scale digital innovation and transformation projects and IT infrastructure deals; IT and technology procurement (including public procurement); the supply and installation of IT hardware; systems design and integration; software development and implementation;

software licensing; e-commerce, website design and development; apps and games; SAAS agreements; IT support and maintenance agreements; hosting agreements; source code / escrow; data warehousing; data security; IOT; cloud computing; Artificial Intelligence.

Competition Law (Anti-Trust): UK and EU competition law and policy, anti-trust, state aids, subsidies, anti-dumping and international trade.

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### **EXPERIENCE IN INTELLECTUAL PROPERTY**

Over 20 years' experience in General Counsel and Head of Legal roles in IP rich industries:

- managing and conducting intellectual property litigation in many jurisdictions throughout the world (including the UK, throughout mainland Europe, the USA and Asia);
- advising and representing companies at court hearings, in negotiations and at mediation;
- negotiating and drafting copyright and trademark licenses, assignments and other intellectual property agreements;
- advising companies on all aspects of intellectual property (including brand and IP protection, licensing, enforcement, infringement and litigation); and
- managing international trademark portfolios and trademark registrations, and domain names.

Acted as a neutral in numerous commercial disputes and litigated cases related to intellectual property including trademarks, trade dress, passing off, copyright, database rights, design rights, confidential information and business secrets, IP registration, IP licensing, and infringement actions.

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### **EXPERIENCE WITH RESPECT TO DOMAIN NAMES**

Advising high profile brands and commercial clients in the consumer brands, retail, media & entertainment, and technology fields in relation to domain name disputes, cybersquatting and the international procedures for dealing with domain name disputes.

WIPO Advanced Workshop on Domain Name Dispute Resolution, Arbitration and Mediation Center, Geneva, Switzerland.

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### **EXPERIENCE IN COURT LITIGATION**

Barrister (England and Wales) with extensive experience of domestic and international litigation as in-house Counsel at various international companies and organizations. Experienced in managing complex international and cross-border commercial and IP litigation and acting for clients in the drafting of pleadings, at court and during settlement negotiations and ADR processes.

Examples of International IP litigation experience include:

- Trademark and copyright infringement proceedings in the US courts;
  - Litigation in the US and Taiwan Province of China relating to trademark and copyright infringement proceedings in Taiwan Province of China;
  - Breach of contract, copyright infringement, passing off and trademark proceedings in the UK, the Netherlands (Kingdom of), France, Spain and Germany;
  - Patent litigation in the US involving multiple international companies in the online and technology sectors;
  - Copyright litigation involving European Collecting Societies;
  - Litigation in France relating to moral rights/droit d'auteur.
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### **PROFESSIONAL TRAINING IN ARBITRATION**

Comprehensive Course on International Arbitration (Columbia Law School / Chartered Institute of Arbitrators New York Branch)

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**EXPERIENCE IN ARBITRATION**

Fellow of the Chartered Institute of Arbitrators;  
Elected committee member of the London Branch of the Chartered Institute of Arbitrators (2020 to date);  
Vice Chair of the London Branch of the Chartered Institute of Arbitrators.

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**PROFESSIONAL TRAINING IN MEDIATION**

Accredited Commercial Mediator (2006) CEDR, London, UK;  
Dealing with High Emotion in Mediation (2009) CEDR, London, UK;  
Workshop for Mediators in Intellectual Property Disputes (2011) Arbitration and Mediation Center, WIPO, Geneva, Switzerland;  
Advanced Mediation Techniques (2012) Center for Dispute Settlement/JAMS, Washington DC, USA;  
Workshop for Mediators in Art and Cultural Heritage Disputes (2012) International Council of Museums and the World Intellectual Property Organisation (WIPO), London;  
Approved Mediator (2015) New York, USA.

Fellow of the Civil Mediation Council (UK) and a Registered Civil and Commercial Mediator.

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**EXPERIENCE IN MEDIATION**

Full time neutral, dispute resolver and mediator who has mediated over 100 cases. Mediates a wide range of commercial disputes that span diverse sectors but is recognised for a particular expertise in disputes concerning intellectual property, IT and technology, media and entertainment, telecommunications, retail, brewing, leisure and hospitality. Mediation practice is international. In recent years has worked with clients from the USA, the United Kingdom, Australia, Singapore, Russian Federation and across Europe on complex and high value disputes.

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