

Ian Rosenfeld

Partner

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Ian Rosenfeld is a Partner in our Corporate & Commercial group, specialising in intellectual property, in particular trademarks, copyright and confidential information, and in commercial and contractual matters.

With over 40 years of experience at Rigby Cooke Lawyers, Ian’s expertise also covers branding, information technology, e-commerce, commercial agreements, commercial disputes and negotiation, mergers and acquisitions, transport and logistics agreements, publishing, tenders and contracting.

Ian co-authored The Australian Marketing Institute Marketing Reference and Compliance Manual and the AICD Company Director Manual, and is the current co-author of Thomson Reuters Model Contracts and Letters Kit. He was also the exclusive Australian contributor and author of the inaugural Australian chapter of the Mondaq Australian Trademarks Comparative Guide.

Ian is a member of the Intellectual Property Society of Australia and New Zealand and was a board member of the Monash Oncology Research Institute from its inception in 1994 until its closure in 2024.

Expertise

- Corporate & Commercial
- Intellectual Property
- Privacy & Data Protection
- Mergers & Acquisition

Sectors

- Not-for-Profit
- Transport & Logistics

Significant experience

- Development, management, protection and exploitation of intellectual property, including all aspects of branding, trademarks, copyright and confidential information such as registration, protection, licensing, acquisition and disposal.
- Rewards programs, including the establishment of the ‘Show Your Card & Save’ discount rewards program, available to over 6 million members of the Australian automobile clubs.
- Sale of significant Australian businesses and companies to multinationals and listed entities.
- Brand investigation, trademark protection and trademark portfolio management, for corporate groups including Simonds Homes, VCCI, VACC, Vision Super, NTAA, Ouson, Atlantic Group, Carpets Inter, Chemistry Australia, Brotherhood of St Laurence, K2LD, Zorali, PVS/Onyx, MC Services Group, Aspire Learning and Hassell.
- Information technology including hardware and/or software development, maintenance, licensing, distribution and consultancy agreements; and e-Commerce including content licensing, website development, website hosting, linking, co-branding and advertising agreements.
- Acting for publishers and authors.
- Advising on Australian privacy and data protection requirements.
- Advising on major tenders, commercial contracts and transport and logistics contracts.

Qualifications

Bachelor of Science,
Monash University

Bachelor of Laws,
Monash University

Memberships

Law Institute of Victoria

Ad Standards Register of
Lawyers (formerly called the
Advertising Claims Board)

Intellectual Property Society
of Australia and New
Zealand

Victorian Chamber of
Commerce and Industry

Recognition

Named in the 18th edition of The Best Lawyers in Australia™, Ian has been recognised by his peers for his expertise and talent in commercial law.