


## Ali Woodcock-West

ASSOCIATE | LONDON

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### Ali is an associate in the Withers tech IP and technology team.

Ali primarily advises technology companies on all aspects of IP protection, commercialisation and enforcement. She assists clients with IP protection strategies, acquisitions, licensing and restructuring, commercial agreements, and a broad spectrum of enforcement matters. Ali has an interest in VC-backed and early-stage companies, particularly those in the foodtech, agritech, digital health, hotels and hospitality sectors.

Ali trained at Withers and during her training contract she spent time in the firm's IP, corporate, employment and real estate teams. Prior to her training contract, Ali was a paralegal in the IP team, assisting with all aspects of IP protection and enforcement. She managed and coordinated a number of trade mark portfolios, both in the UK and internationally.

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## External publications

*Rihanna's Image Appeal: A One-Hit Wonder or Long Term Lessons to Learn?*, World Intellectual Property Report - March 2015

## Education

University of Sussex, BA (Hons) Geography

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## Languages

English

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## Memberships

The Honourable Society of the Inner Temple

Competition Law Association

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## Key dates

Year joined: 2014

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