

Ron Moscona

Partner

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Ron helps clients in the protection, acquisition and commercialization of intellectual property rights and branding assets.

Ron supports clients in transactional, advisory and dispute-resolution work in a wide range of primarily knowledge-focused industries in particular software, telecoms, medical devices, research and diagnostic tools, advanced engineering, semiconductors, automotives and aerospace, life sciences and F&B, helping clients to develop and bring to markets products and technologies, to protect their brands and critical interests and manage regulatory obligations.

As a qualified solicitor-advocate, Ron represents clients before the courts of England in the enforcement and protection of intellectual property rights and in related commercial and disputes. He also manages proceedings before the UK Intellectual Property Office (UKIPO) and the EU Intellectual Property Office (EUIPO), including trade mark oppositions, validity challenges, and appeals.

Ron's transactional work spans technology licensing, research and development (R&D) collaborations, joint ventures, supply and distribution of advanced tech and software products and the acquisition and disposal of IP assets. His contentious practice covers trade mark, copyright, designs and patent infringement cases, passing off, trade mark and design registry proceedings, trade secret disputes and other disputes focusing on tech- and brand-related contracts including termination and enforcement cases.

In addition, Ron advises on a range of compliance and regulatory matters and UK and EU laws including data protection and privacy, digital technologies and AI, product regulations, export controls and economic sanctions.

Ron writes and speaks frequently on a wide range of topical legal issues. He has been

Education

- Oxford University
(Master of Studies in Legal Research, 1998)
– *With Distinction*
- Tel-Aviv University
(LLB, 1994)
– *magna cum laude*

Bar Admissions

- England & Wales

recognised as a "Recognised Practitioner" in IP by Chambers.

Ron serves on the IP Commercialisation Board of City University, London, and is a member of the International Trademark Association (INTA) and the UK group of the Association Internationale pour la Protection de la Propriété Intellectuelle (AIPPI).

Select Experience

Litigation and IP registry cases

- *Zaha Hadid Limited v Zaha Hadid Foundation* (High Court of England & Wales, Court of Appeal, application for permission to appeal to the UK Supreme Court rejected): termination of trade mark license on reasonable notice; restraint of trade
- *Industrial Cleaning Equipment (Southampton) v Intelligent Cleaning Equipment Holdings* (Intellectual Property Enterprise Court and Court of Appeal): trade mark infringement and passing off, validity, acquiescence. The first post-Brexit case in England in which the Court of Appeal departed from established ECJ case law
- *Matthew Swanson v Justin Harrison et al* (High Court of England & Wales): trade mark infringement and passing off
- *The BSS Group v Perry Street Software* (Intellectual Property Enterprise Court): trade mark infringement and passing off, validity

Court Admissions

- Member of the Law Society of England and Wales (2000)
- Higher Rights (Civil Proceedings) (2002)
- Member of the Israeli Bar (1995)

Professional Affiliations

- Member, INTA
- Member, UK group of AIPPI
- Member, IP Commercialisation Board of City University, London

Accolades

- Listed as a Super Lawyer in 2013-2015 by *Super Lawyers London*
- Named as "Recognised Practitioner" (IP) in Chambers 2015

Languages

- Hebrew (fluent)

Select Presentations

- *Technology Licensing Under European Union Competition Rules*, Dorsey Seminar (November 2012)
- *IP Licensing*, TechHub, London (October 2012)
- *10 Useful Tips for Start-Up Entrepreneurs*, Innovation Warehouse, London (February 2012)
- *Top 7 Issues for US Companies Seeking to Commercialise Their Products or*

Services in Europe, DorseyU seminar (April 2010)

- *How Do Businesses Engage With Academia*, Cambridge (March 2010)
 - *Technology Collaborations, Licensing and JVs*, Cambridge (October 2009)
 - *Personalised Advertising - The Consumer's Right of Privacy*, Cambridge (July 2009)
 - *IPRs in Joint Venture and Collaboration Agreements*, Imperial College (October 2008)
 - *The Indian pharmaceuticals market*, Leverkusen, Germany (October 2007)
 - *M&A Aspects of IP Licensing and R&D Agreements*, Amsterdam (April 2007)
 - *Copyright Issues relating to Software*, London (2006)
 - *Division of Brands*, London (2005)
 - *Ownership of Software*, London (2004)
 - *Intellectual Property Rights in International JVs*, London (November 2003)
 - *EU Enlargement and Intellectual Property Rights*, London (May 2003)
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Insights

July, 14 2025

New EU Packaging Rules Impact Manufacturers

March 22, 2024

AI regulation introduced in Europe – setting the way forward for the rest of the world or slowing down the adoption of new tech?

January 5, 2024

AI cannot be an inventor of a UK Patent

November 9, 2023

AI Safety Summit is a first step – but the finish line is far off

September 20, 2023

Dorsey Partner Ron Moscona Discusses Logistics of Creating AI Regulations

April 9, 2023

Dorsey Partner Ron Moscona on Privacy Concerns Over AI Chatbots

April 9, 2023

Dorsey Partner Ron Moscona Discusses Privacy Concerns Over Sharing Too Much with Your AI Chatbot

April 4, 2023

Dorsey Partner Ron Moscona Discusses Italy Banning ChatGPT

April 3, 2023

Dorsey Partner Ron Moscona Discusses Italy's Temporary Ban on AI Chatbot

ChatGPT

March 31, 2023

Dorsey Partner Ron Moscona on Italy's Ban of ChatGPT Over Privacy Concerns

March 31, 2023

Dorsey Partner Ron Moscona Comments on Italy Blocking ChatGPT

January 24, 2023

Moscona on Deepfake Technology

January 24, 2023

Ryan Meyer and Ron Moscona Discuss the Legality of AI Deepfake Technology

January 10, 2023

Policing the Digital Space – New Rules Require Platforms to Take Responsibility for Users' Content

December 7, 2022

EU legislation set to further tighten regulations on use of communications data