

Sam Fitzgerald

Associate

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Sam helps brands in the FMCG, sports, and technology sectors capture, commercialise, and enforce their intellectual property rights so they can grow with confidence.

Sam Fitzgerald advises clients across the full intellectual property lifecycle — from prosecution and portfolio management through to enforcement and commercialisation — with a particular focus on trade mark law, technology commerce, and commercial contracts. His practice spans both contentious and non-contentious matters, giving clients a single point of contact whether they are building an IP portfolio or defending it.

On the contentious side, Sam acts in intellectual property litigation, trade mark opposition, revocation and invalidity proceedings, domain name disputes, and anti-counterfeiting enforcement. He has particular depth in ambush marketing prevention, having advised clients in the sports sector on brand protection strategies across multiple major international events, including the Olympic and Commonwealth Games.

Sam's transactional practice covers the IP dimensions of mergers and acquisitions, licensing arrangements, and sponsorship deals. He also advises on a wide range of technology-related transactions and commercial contracts. Clients in the beauty, sports, technology, alcoholic beverages, and architectural services industries have relied on Sam to capture, structure and protect their intellectual property and commercial arrangements.

Sam's technology commerce work includes advising on generative AI and copyright ownership, data protection reform, and digital regulatory developments in both the U.K. and the European Union. He regularly publishes on emerging issues at the intersection of technology and intellectual property, including the U.K. Data (Use and Access) Act 2025, proposed reforms to U.K. design law, and EU packaging regulation.

Education

- University of Canterbury (LLB, 2017)
- University of Canterbury (B.A., Political Science & History, 2017)

Bar Admissions

- New Zealand

Select Experience

- Advised an architectural practice in successful proceedings in the Court of Appeal (and earlier proceedings in the Business and Property Courts) relating to the termination of a trade mark license agreement.
- Acted for a national sporting federation in the prosecution and enforcement of its trade mark rights in the UK, including in a series of trade mark oppositions.
- Acted for a cosmetics business in the prosecution and enforcement of its trade mark rights in the UK.
- Advised a global technical professional organization on the use of software in compliance with the EU AI Act and GDPR.