



Sarah Simpson

Senior Associate

Intellectual Property

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Sarah Simpson is a senior associate in the Intellectual Property group at Katten. She helps both UK and international clients in matters of intellectual property, general commercial and data protection law. In particular, Sarah provides brands with creative yet practical solutions to solve their intellectual property-related legal problems. She also advises them on how to comply with their data protection legal obligations.

A brand isn't just a trademark. It's the heart and soul of a company.

Sarah's clients include luxury fashion brands and mid-size to large companies in retail, social media, technology, hospitality and finance. Her clients operate in the United Kingdom, Switzerland and the United States. She speaks with her clients regularly to personally keep up with what is impacting their businesses and the industries they operate in. Her focus is on brand protection, including matters involving EU and UK trademarks, copyright and design rights.

Sarah has deep experience in helping clients draft and negotiate licensing, assignment, settlement and coexistence agreements. She also advises clients on their worldwide branding strategies, including providing advice on how to protect and enforce their various intellectual property rights. This includes advice on ESG matters, particularly focused on how a brand can publicise their own ESG efforts without being at risk of greenwashing claims.

Most recently, Sarah has been working with companies in the fashion and luxury brands, social media, retail, hospitality and telecoms industries on privacy and cybersecurity matters, particularly in relation to General Data Protection Regulation. Although Sarah's experience stems mostly from the fashion and luxury brands, retail and consumer goods industries, she also has impressive credentials in the financial-technology, hospitality, cloud computing and telecom industries.

Sarah contributes to the firm's fashion editorial, the *Katten Kattwalk*, and is a *Lexology* author. She has also lectured at the London College of Fashion on intellectual property rights in the fashion industry. Sarah also frequently acts for clients on a pro bono basis. She received a PGDip in

Practices

- Artificial Intelligence
- Environmental, Social and Governance
- Intellectual Property
- Privacy, Data and Cybersecurity
- United Kingdom

Industries

- Fashion
- Hospitality
- Technology

Education

- PGDip, University of Oxford
- LPC, BPP University Law School
- GDL, BPP University Law School
- BA, Durham University

Bar Admissions

- England and Wales

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Intellectual Property Law and Practice from the University of Oxford in 2020.

News

- Katten Advises Areim in First Joint Venture European Acquisition With VGP (May 21, 2024)
- Multiple Katten Attorneys Recognized by Mondaq's Autumn 2023 Thought Leadership Awards (March 14, 2024)
- Katten Advises Areim AB in Complex Joint Venture Structure With VGP NV (January 5, 2024)
- Raconteur Report Highlights Sarah Simpson's Thoughts on UK Data Protection Bill (April 25, 2023)
- Katten Attorneys Lauded for Pro Bono Service (October 27, 2021)
- Sarah Simpson Quoted in *Compliance Week* About Data Compliance With Changes in Legal Technology (June 25, 2021)
- Katten Helps Mediafly Raise \$25 million in Equity and Debt (February 1, 2021)

Publications

- *Kattison Avenue* | Issue 12 (Spring 2024)
- *UK Financial Insights from Katten* | Issue 10 (April 2024)
- Privacy, Data and Cybersecurity *Quick Clicks* | Issue 15 (March 2024)
- *UK Financial Insights from Katten* | Issue 8 (February 2024)
- Privacy, Data and Cybersecurity *Quick Clicks* | Issue 14 (February 2024)
- Privacy, Data and Cybersecurity *Quick Clicks* | Issue 12 (December 2023)
- Snapchat Snaps Into AI Trouble: ICO's Preliminary Enforcement Notice Raises Concerns Over 'My AI' (December 18, 2023)
- One Step Ahead: Louboutin's Lawsuit Victories (Fall 2023)
- Freedom of Breach: EU Commission Finds Pierre Cardin and Ahlers Group in Violation of Antitrust Rules (Fall 2023)
- *The Katten Kattwalk* | Issue 26 (Fall 2023)
- *UK Financial Insights from Katten* | Issue 3 (September 2023)
- Privacy, Data and Cybersecurity *Quick Clicks* | Issue 9 (September 2023)

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- Key Principles and Considerations for Participation in the EU-US Data Privacy Framework (July 25, 2023)
- *ESG Guidepost* | Issue 4 (July 2023)
- Green Is the New Black: UK and EU entities are ramping up anti-greenwashing activity (Summer 2023)
- *The Katten Kattwalk* | Issue 25 (Summer 2023)
- Privacy, Data and Cybersecurity *Quick Clicks* | Issue 5 (May 18, 2023)
- *ESG Guidepost* | Issue 1 (April 27, 2023)
- Chat GPT: Let's Chat About IP and DP in the UK (April 26, 2023)
- *Kattison Avenue* | Issue 10 (April 26, 2023)
- Post-Brexit Ramifications of UK Data Policy (April 7, 2023)
- Spring Greens in Fashion – From Runway to Regulation (April 4, 2023)
- Bad Faith Games – Hasbro Rolls and Loses (January 25, 2023)
- *Kattison Avenue/Katten Kattwalk* | Issue 2 (Winter 2023)
- Privacy, Data and Cybersecurity *Quick Bytes* | Issue 1 (January 17, 2023)
- Why Hasbro's Bad Faith Game 'Did Not Pass Go' (January 4, 2023)
- Deadline to Update New EU Standard Contractual Clauses Is Approaching (September 8, 2022)
- Spotlight on Requirement to Appoint an EU Data Protection Representative (November 30, 2021)
- Key Data Protection Considerations for Companies Doing Business in the UK/EU (November 5, 2021)
- Implementation of New Standard Contractual Clauses (February 10, 2021)
- Data Protection Representatives and NIS Representatives (January 28, 2021)
- Key Areas of Change to Data Protection Laws Post-Brexit (January 14, 2021)
- Post-Brexit UK Intellectual Property Protection (December 7, 2020)
- Top Five Tips for Brand Protection (November 18, 2020)
- Privacy Shield Shattered: Standard Contractual Clauses Survive Glancing Blow (July 24, 2020)

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- Bite in the Tail for British Airways and No Holiday for Marriott (July 15, 2019)
- *Privacy Matters*, Featuring Data Flows (February 13, 2018) | *Co-Author*
- *Privacy Matters*, Featuring a Processing Personal Data Checklist (December 19, 2017) | *Co-Author*
- *Privacy Matters*, Featuring a Personal Data Checklist (November 28, 2017) | *Co-author*
- *Privacy Matters*, Featuring 10 Steps to GDPR Compliance (November 14, 2017) | *Co-Author*
- Key EU Trademark Changes Ahead (September 14, 2017)

Presentations and Events

- [11th Brand Protection Excellence Forum | Presented by BrainLinx](#) (June 6–7, 2024) | *Keynote Speaker*