

# Women in IP Leadership

Celebrating achievements and continuing  
the empowerment of women



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We give special thanks to Zuykov and partners for their dedication and support in continuing the empowerment of women in IP by facilitating this opportunity.



This segment is dedicated to women working in the IP industry, providing a platform to share real accounts from rising women around the globe. In these interviews we will be discussing experiences, celebrating milestones and achievements, and putting forward ideas for advancing equality and diversity.

By providing a platform to share personal experiences we aim to continue the empowerment of women in the world of IP.

This segment is sponsored by Zuykov and partners, who, like *The Trademark Lawyer*, are passionate to continue the empowerment of women. Zuykov and partners' sponsorship enables us to remove the boundaries and offer this opportunity to all women in the sector. We give special thanks to Zuykov and partners for supporting this project and creating the opportunity for women to share their experiences, allowing us to learn from each other, to take inspiration, and for continuing the liberation of women in IP.



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**The innovative spirit of intellectual property is unimaginable in the absence of equal rights and diversity of talents. Women's creative energy boosts the growth of advanced industries worldwide. At Zuykov and partners, every year we are increasingly supporting innovative women and intellectual property owners to protect their rights. We believe professional support for the talents of all groups is essential for the efficient performance of the global and national economy. Our mission is to make the IP field a significant model of the global culture of equal opportunities while respecting rights and the law.**

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If you would like the opportunity to share your experiences with *Women in IP Leadership*, would like to nominate an individual to be involved, or would like to learn more about sponsorship, please contact our Editor.



# Hazel Tunney: Partner, Tomkins

**An interview: inspirations, experiences, and ideas for equality.**

**H**azel qualified as an Irish and EU Design and Trademark Attorney in 2003. With her background in both science and law, Hazel has a particular interest in agri-industry and pharmaceuticals, as well the food and beverage industries. Having served as Vice President of APTMA in 2018 she is an active member of APTMA's Executive, and is involved at a committee level with ECTA and INTA. Determined that no trainee gets left behind, Hazel has tutored candidates for the Irish Trademark exams for over a decade. She lectures to Trinity College Dublin, The Law Society of Ireland, and GMIT. Hazel has also had the honor of providing expert opinion to the

Seanad Public Consultation committee on the Status, Treatment and Use of the National Anthem. Hazel has written articles for the World Trade Mark Law Report, INTA "Trade Mark Reporter", the ECTA Bulletin, and is co-author of the Irish chapter of the Thomson West publication 'Trade Secrets Throughout the World'.

## What inspired your career?

I had a circuitous approach to my career in intellectual property. My primary degree is in Agricultural and Environmental Science, then I went on to do a Master's in Environmental Science which had a strong focus on environmental law. One focus was to use metrics to see whether specific changes in the law impacted changes in the environment.

I went on to work in environmental science which I had a love/hate (mainly hate) relationship with! But I'd been in college for six years and didn't want to go back, to start another degree, so I began looking for alternatives – especially those that involved aspects of the law. I saw an advertisement in the newspaper for a trainee trademark attorney position which sounded very appealing. I've always quite liked brands and had studied a little law already so I decided to give it a shot. I duly got the job, completed my apprenticeship and qualified as an attorney.

I've been in the profession 20 years this year and really enjoy the combination of law and practical application.

Working as a trademark attorney is not theoretical, you can see the direct result of your work, e.g., protecting a brand and seeing it in store (or *vice versa*!). So you do have the benefit of seeing real time results of what you're actually doing and if, like me, you've got a practice where you're doing work for everybody – from farmers down the road, to people setting up their own gin distilleries, to large multi-nationals – you can have an impact on people's lives. People can have huge amounts of time, money, and love invested in their brands, especially the smaller, local places. We can really help them by





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registering their IP, or by stopping people from copying them and that can be very fulfilling.

**How have you found the pathway to your current position? And can you offer advice from your experience?**

It's been quite linear in that I trained and qualified and then I moved to another firm and worked there for nine years as an associate. I moved to my present firm, where I joined as a senior associate and then a partner. Having said that, unless you stay in the same firm where progression happens at strategic intervals, nobody's career path is directly linear because there's always variants, politics – and a little luck, too!

Like me, if you have had children, you're out of the office for multiple sets of maternity leave and the reality is that the world doesn't stand still and wait for you to come back. As a woman these are the things that get in your way and slow down your career progression somewhat. Broadly it's been relatively straight forward – not necessarily easy because it doesn't come easy to anybody, really – but I've been lucky in that the next step in my career progressions has always been obvious and open.

I've also been very lucky to have worked in quite supportive environments all during my career. And I've been very lucky to work with some other strong, encouraging women who have been through it before and know what it's like. They know that when you're a young mother, (and then as a not quite so young mother), that there are these impediments in the way. One of the benefits (if we can say that) of covid has been that it's quite clear that you can work from home efficiently and effectively. Like many Attorneys, I used to have to take the day off when my children were sick and I'd be sitting at home stressed because I knew that work was building up and feeling impotent about that. Working from home was of course a bit tricky at the beginning, especially if you were trying to home school, or care for anyone at the same time, but I think that remote working has just brought such flexibility to people's lives and has made everything so much easier. It's definitely made life a lot easier for a lot of people. It's been eye-opening.

I could offer loads of advice! Whether it's good or not – who knows! My biggest regrets in my career have come from not backing myself. So, my advice to myself 15 years ago would have been to back myself. Of course, at the same time, you need to stay realistic and be self-aware. Keep your ego out of the way, but back yourself. And trust your gut.

I also think that women suffer from imposter syndrome far more than men – self-doubt seems to plague many of us. I reached a certain point in my career, probably when I hit my early 40s,

when I realized that we're all kind of the same. The more you see what other people do, the more you realize that everyone makes mistakes, everyone has doubts and that's normal. So, if you back yourself and are self-aware you don't need to have imposter syndrome – in fact, you're probably doing a really good job.

The other thing apart from backing yourself is to be yourself. There's no point trying to hammer yourself into a mold that you believe a good attorney fits. If you're the kind of person who is slightly less formal and enjoys a bit of humor in the everyday then just lean into it. It's like that saying, 'be yourself, because everyone else is taken'. My feeling is that your clients and peers appreciate you just being yourself. It's easy to say when you're in your mid-40s but when you're 25 and looking at all these very serious and important knowledgeable people you want to be that way too, but you can while still being yourself.

**What challenges have you faced? And how have you overcome them?**

Reintegrating back after both my maternity leaves was tricky because you suddenly have these new, uncontrollable different pressures, other than those presented by your Inbox! If somebody's sick, you're at home. If you have to leave at a certain time to be at the crèche, you're leaving. That lack of time flexibility was a massive challenge. Everything just got squashed into a much smaller time frame. I remember my boss at the time, a woman, passing on her view that women with children were always the most efficient workers because they have these rigid time pressures. What happened was, all the 'water cooler' time, and unnecessary meetings just... had to be cut. I became surgical about my time. You're in to do your job and become quick and efficient. It absolutely influenced me. My children are older now and that initial intense pressure, especially now with working from home, has gone but I'd like to think that the efficiency has remained.

Like most women, in most industries, I have encountered assumptions, prejudices and biases from professionals around the world. It's easy to be dismissed as a woman – especially one who's maybe not all that serious in their manner – but the way you can deal with that challenge is being really good at your job, and letting the work speak for itself.

**What would you consider to be your greatest achievement in your career so far?**

I suppose it depends on how you define achievement: there are things that I've achieved personally, there are things I've achieved for clients, there are things that I'm known for – I would struggle to pinpoint the 'one'. While it can be easy to point at the more famous, or



publicized of the cases you have been involved in, that doesn't equate to being that of which you are most proud.

To be perfectly honest, I am as happy with successes that reach the news, as with many other, "smaller" ones – especially for my local clients. Such small successes can make a really big difference to them.

I think my greatest achievement is to find myself now working with a great team in a very supportive environment – my fellow partners and colleagues are great and we have a really good balance. I think achieving happiness and balance between work and life, doing work you enjoy with people you respect is success in itself. I feel really lucky. While you can point at achievements on your LinkedIn profile and the awards you receive – which are all great – I actually think just being happy in your career and in your life is the greatest achievement you can have.

I think that the IP community is wonderful. I was back at my first conference post-covid in November and it made me realize that IP has introduced me to great friends around the world and I get to see them a couple of times a year. Conferences are of course hard work but I get to sit down with friends, for a drink and a chat about our families, and it counts as work! I was out for dinner one of the nights and there were people from Finland, the United Kingdom, Norway, Australia, the US, South Africa all at the same table, having some fun, talking about work, learning a bit about trademarks but, ultimately, building relationships. Which, in many ways, is what the role of a Trademark Attorney is! Sometimes I feel I have the best career ever!

**What are your future career aspirations?  
And how will you work to achieve them?**

Tomkins is a relatively small firm and we'd like to grow our team. I'd like to raise the profile of Ireland when it comes to IP, especially as some are yet to realize that Ireland remains part of the EU!

I'd like to get to a place where I have more time to be involved in committee work for the various organizations I am a member of. Related to this, I would like to try to get more involved locally with education work. Pre-covid, I was involved with a charity called *Inspiring the Future* which arranges visits to local schools, with the aim to encourage and inspire people in under-privileged schools to stay in the education system. It's a charity whose aim and message I have a close affinity with.

**What changes would you like to see in the IP industry regarding equality and diversity in the next five years?**

I'd like for it to get to a point where equality and

diversity don't need to be separate agenda items – where they are no longer a big, separate issue or buzzword, and where their inclusion is natural, automatic, and built into the decision-making process. The job is to do the job and people should be assessed based on their merit, contributions, and behavior, not on outdated presumptions about gender, race, sexual orientation, and the like.

**How do you think the empowerment of women can be continued and expanded in the IP sector?**

I think there are some incredibly impressive, inspiring, and humbling women in the IP sector.


People are working extremely hard at the association/committee level so the next steps need to be made by the foot soldiers, the people on the ground like me and you – people who aren't high profile, or experts in the field. I think it's now for all of us to keep an eye out for, and to call out biases, when and where we see them, and where and when we can. I think it's up to everyone – not just women – to be aware and to call out instances where unfair practices are happening. I think the tools are all with us now with people leading the way and showing us the light so it's for us to follow and actively participate in making sure that women continue to be seen and heard, and empowered to help them achieve their potential.

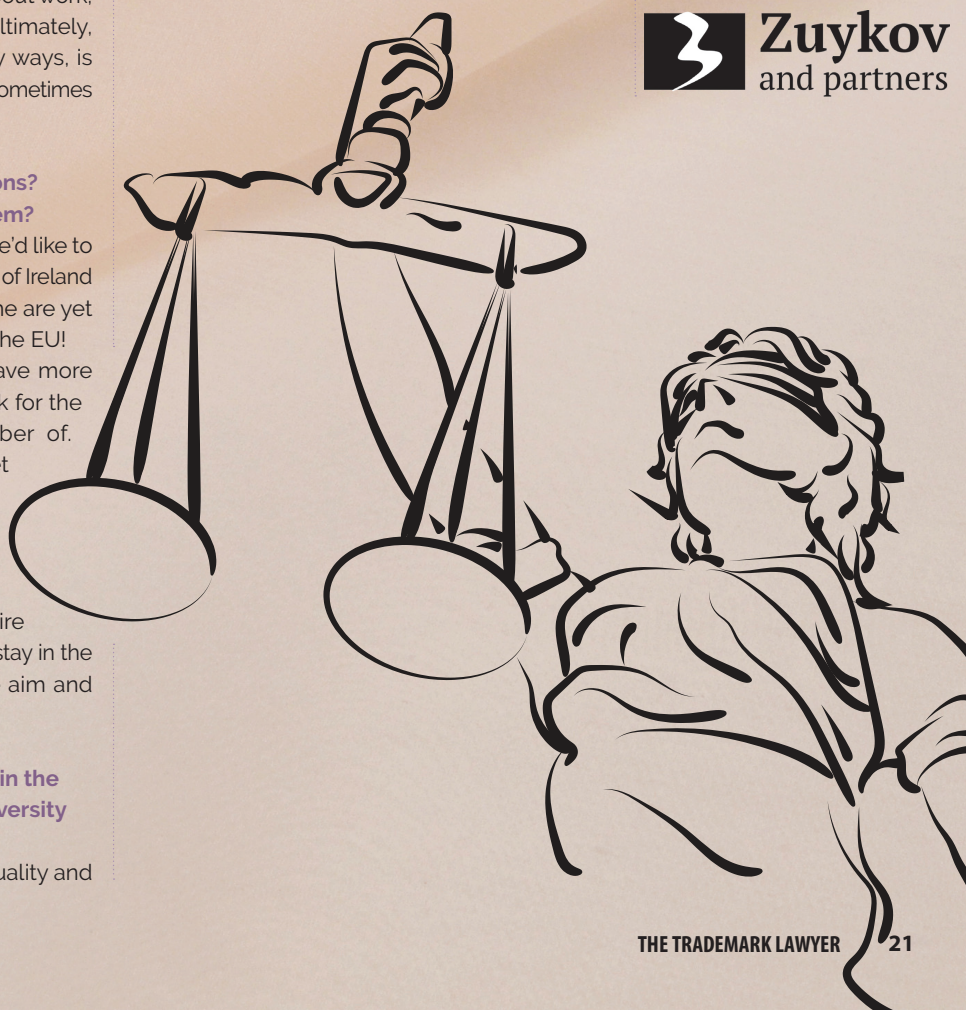
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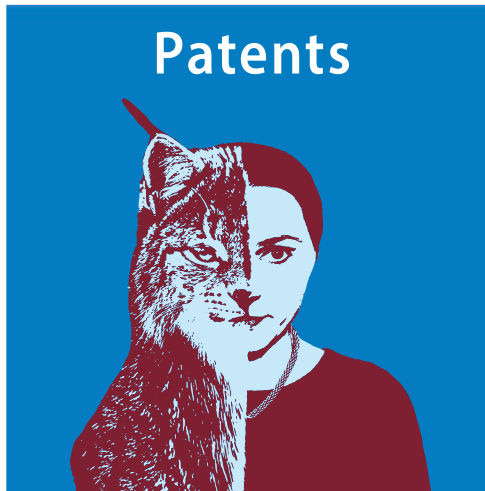
# IP SERVICES IN RUSSIA, EURASSIA AND OTHER CIS COUNTRIES

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# Karen Elburg: Partner, Herzog Fox & Neeman

**An interview: inspirations, experiences, and ideas for equality.**

**K**aren heads the Herzog Fox & Neeman Intellectual Property Practice. Karen has extensive experience in the contentious and non-contentious aspects of intellectual property, including advising on strategic and day-to-day aspects of trademark portfolios and the trademark/domain-name interface, and managing worldwide trademark portfolios for her clients.

Karen advises on the acquisition, disposal, protection, and exploitation of IP rights, as well as trademark clearance, all aspects of brand protection and trademark & domain-name disputes, with a unique specialty in IP issues in the online gaming industry. She specializes in negotiating and drafting all types of IP transactions, with extensive experience in the IP aspects of corporate and commercial transactions. Her work focuses on transactional IP and on licensing, development, technology transfer, and other commercial agreements for clients ranging from start-ups to multi-national corporations, in a broad range of industries and fields.

## **What inspired your career?**

Many years ago I was asked to define professional success. I said success would be when, if someone had a question in my area of expertise, I was the person they turned to for answers. Many years later I feel that by my younger self's criterion, I have indeed succeeded. I did not know, while juggling childcare, law school, and a part-time job with a boutique IP law firm, that I would one day be a partner in Israel's most prestigious law firm, ultimately heading its Intellectual Property department. My inspiration came from a combination of having been told, ever since I was a very small child, that I could be whatever I wanted to be, with perseverance bordering on stubbornness.

## **How have you found the pathway to your current position? And can you offer advice from your experience?**

During the first 10 years of my legal career I held a number of different positions, starting with a job in the legal department of a hi-tech

company and ending up in a specialized IP boutique, coming full circle from my first job as a student and returning to my first legal love. Since that boutique merged into Herzog Fox & Neeman in 2001, I have never looked back. I have been very lucky with the people whom





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I have been privileged to work over the years, people who taught me, mentored me, encouraged me, and pushed me to excel; people who reinforced that early message that I could do whatever I wanted to do and be whatever I wanted to be.

My best advice is to find those people, those mentors, who are willing to teach you and push you ahead. There is a lot of motivation from professional women to support and to mentor young professional women, and while I see no reason not to have both men and women as mentors, I do think there's a benefit to women being mentored by women who may have faced the same challenges and biases and have a more intuitive understanding of some of the issues young women face in pursuit of a legal career.

**What challenges have you faced? And how have you overcome them?**

The famous “work-life balance” that we hear so much about these days is not a new invention. While today it's entirely accepted that both men and women want and need that balance, women juggling families and careers still face different challenges than men do, and when I was starting out that difference was even more stark. Over the first 15 years or so of my legal career I worked in various combinations of part-time positions in order to be able to devote time and energy to my family, and my ability to invest in professional advancement was limited. There was no real overcoming that challenge; it was a matter of patience, perseverance, and doing my best in both the personal and the professional spheres.

**What would you consider to be your greatest achievement in your career so far?**

I'm very proud to be head of the Herzog Fox & Neeman IP Department, as well as a senior editor on INTA's *The Trademark Reporter*, and a member of the Board of Trustees of the Israel Internet Association, ISOC-IL.

**What are your future career aspirations? And how will you work to achieve them?**

The wonderful thing about being an IP lawyer is that I learn something new every day. Over the next few years I look forward to continuing to learn new things, and to contributing to the advancement of young IP practitioners, both men and women.

**What changes would you like to see in the IP industry regarding equality and diversity in the next five years?**

I would like to see more women in senior positions in the legal profession in general, and in IP in particular.

**How do you think the empowerment of women can be continued and expanded in the IP sector?**

That's a tricky question. I think we need to continue encouraging and supporting women to choose legal careers; in IP, we need to encourage them to choose to specialize in patents, which still feels pretty much like a male-dominated field. We also need to foster the social acceptance of men taking an equal part in parenting and childcare and make away with the concept that women – and only women – have to choose between career and family; particularly after covid, with so many people around the globe working remotely, there really is no excuse not to share both the challenges and the joys of parenthood between the parents. I tend to be an optimist by nature, and I feel we are moving in the right direction, albeit not fast enough.



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