

# Amy Bishop

## SPECIAL COUNSEL

A small business champion with sound, effective commercial know-how and IP insight.



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### Areas of Expertise

Intellectual Property

Corporate & Commercial

Tax

Family Business

Not-for-Profit

Health & Aged Care

Start-ups & Emerging Enterprises

Wine

**Putting together a team to help your business succeed is almost as hard as running the business itself. Sometimes it pays to call upon external resources when you don't have the time and necessary expertise to handle complex business transactions, along with all the associated legal issues. When you get to that point, Amy Bishop can assist you in every corner of commercial law... her expertise and know-how will be a welcome addition to your operation.**

**Amy is a pivotal component of both our commercial and intellectual property teams, with a wealth of knowledge in commercial, corporate, consumer, IP and privacy law, and the added skill set of being a registered trade mark attorney for Australia and New Zealand. She acts for numerous clients assisting them to achieve success through sound business structuring, which is both tax-effective and enhances intellectual property protection.**

**Along with her impressive commercial and corporate knowledge, and accurate understanding of the needs of small businesses, Amy is also familiar with the unique requirements of not-for-profit (NFP) clients and has advised many such organisations on a range of compliance matters.**

### Expertise

With a reputation as an energetic, thorough and tenacious lawyer, Amy is able to get to the point and find a workable solution to the issue at hand.

In the intellectual property space, Amy's expertise as a trade mark attorney comes to the fore. She has been involved in trade mark registrations, both in Australia and internationally, negotiation of oppositions and intellectual property assignments and licences. Amy is well placed to promote innovation with her unique mix of commercial, tax and intellectual property knowledge.

Other areas where Amy can advise include managing risk, protection of business assets, privacy issues, the establishment of trusts, companies and not-for-profit organisations and compliance with consumer and labelling laws to name just a few.

Additionally, Amy's corporate law experience means you can call on her to help with general company dealings, share structuring, officeholder changes, drafting and updating constitutions, and compliance requirements in various areas of corporate law, including the winding up and liquidation of businesses.

### How Amy can help you.

- A "seasoned hand" on a broad range of **intellectual property** matters.

- Resident expert for **copyright and trade marks advice**.
- Assistance with **copyright and trade mark disputes**.
- Advising on and drafting **intellectual property licensing agreements**.
- Proven strategist in **corporate law**, especially in relation to small business.
- Astute guidance in all business areas affected by **consumer laws**.
- Renowned know-how in **acquisitions & disposals of wineries, vineyards and agricultural enterprises**.
- Practical expertise in drafting **vineyard management, grape purchase & supply agreements**.
- Sought-after counsel in the establishment, review & amendment of **trusts**.
- Specialist skills & expertise to assist **not-for-profit** organisations.
- Informed expertise on **business taxation** matters.
- Comprehensive knowledge of the **Privacy Act and the application of the 13 Australian Privacy Principles (APPs)**.

### Highlights

With an impressive knowledge across commercial law, corporate and consumer law, her aptitude for intellectual property matters plus her expertise in trusts, Amy endears herself as a highly valuable asset to her clients. Some recent highlights include:

- Assisted an overseas client to obtain successful **trade mark registration** after issues were initially raised by IP Australia
- Assisted with **corporate & procedural compliance** of a well-established SA business in its removal of a director.
- Attended meetings of a **not-for-profit organisation to ensure compliance** & provided advice to enable it to continue.
- Provided **general commercial & taxation advice** to a large food manufacturer in relation to supply agreements, payroll tax & GST-fee status of food products.
- Provided assistance relating to **sales of interests & winding up** of two different partnerships which hold well-known rural properties.

### Credentials

- Bachelor of Law
- Bachelor of Arts
- Trade Mark Attorney

### Memberships

- Intellectual Property Society of Australia and New Zealand (IPSANZ) – Chairperson
- Wine Industry Suppliers Association (WISA) - Secretary / Public Officer

### Testimonials

“Amy’s attention to detail and the very concise way she captures our discussions about legal matters is fantastic.”

**Karen Holthouse - Sponsorship Manager, Royal Agricultural and Horticultural Society of South Australia Inc**

“I have engaged Amy Bishop from DW Fox Tucker a number of times seeking expert advice. On all occasions, I have been provided with timely advice that results in the best outcomes for my business. Amy’s commitment to understanding my business to ensure appropriate trade mark applications are lodged and enable their smooth passage and speedy early indication of success has been greatly appreciated. It’s always a pleasure doing business with Amy and the DW Fox Tucker team.”

**Sinéad O’Brien - Co-Founder and Director, Tinnitus Treatment**

“DW Fox Tucker was able to help me during one of the most stressful times in my life. Going through a separation, and not being able to locate critical trust documents through my accountant, they took my call, and from reception all the way to Amy they have been amazing. I was able to get my trust deed details updated for minimal cost, and have support to ensure that my trust fund was protected from future claims, in a very short space of time. Thank you to Amy and the DW Fox Tucker team for always being available to help but knowing that you are not going to have a scary bill at the end!!”

**Michelle**