

Daniel Eilon

Consultant Solicitor

New Media Law LLP



Daniel specializes in commercial, intellectual property (IP) and information technology (IT) law.

Daniel Eilon joined the intellectual property and commercial team at New Media Law LLP in March 2010. He was previously the head of Media, IP and IT at a respected firm of solicitors in Westminster. He trained at a City firm and in the **Copyright and Artists' Rights Department** at the **BBC** and he qualified as a solicitor in 1992.

Daniel has broad expertise in the commercial area specializing in IP and IT law, both contentious and non-contentious. He has handled a series of major cases where contractual disputes have arisen in relation to licenses, collaborative exploitation of IP, and royalties. Daniel has acted for both corporate and individual clients with many kinds of valuable IP assets.

Daniel acts for **Nicole Farhi** (the internationally renowned designer) and advises the **Telegraph Media Group** in relation to various IP issues for a rapidly developing digital media business. He has acted for the **Authors' Licensing and Collecting Society**, various individual writers, merchandisers, sporting personalities, theatrical producers, musicians, a cartoonist, and even an opera director. **easyGroup** chose Daniel to construct a complex licensing arrangement for its valuable easy brand when it was rolled

out from easyJet into new industries and territories.

Daniel acted for many years for a time-honoured and very prominent UK brand for which he drafted license agreements, agency arrangements, contracts for themed restaurants and branded clothing, an animation series for children and other merchandising initiatives, and he conducted a prolonged and successful anti-piracy campaign (seeing off some 200 infringements).

On the transactional side he has dealt with the development and exploitation of brands, formats, software, designs, patents, confidential technical know-how and character merchandising. He has negotiated and drafted complex distribution agreements for a major manufacturer of domestic robots, software development contracts and implementation and maintenance agreements for a major supplier of systems to the underwriting market, and agreements for providers of highly sophisticated data management and communications systems.

Daniel's experience includes a series of successful cases in the media and entertainment world. He acted for the **British Museum**, the **National Gallery of**

Ireland, RADA and the **Society of Authors** in a case against CBS Inc in relation to royalties on *My Fair Lady* (stage and video rights). He represented the director of *Lord of the Dance* in a dispute with Michael Flatley and for the creators of the TV quiz show *Big Break* against claimants in a complex copyright, confidentiality and partnership case. He has been involved in successfully settling disputes using mediation.

Daniel has devised, organised and delivered several well-received client seminars on IP piracy. He has advised and delivered seminars to the **Writers Guild**, and conducted a series of breakfast seminars on

brands, IT issues, data protection and privacy and has lectured at the Catering Forum on brand extension.

Daniel has a doctorate from Cambridge University. Before he qualified as a solicitor in 1992, he lectured at the University of Warwick and published a book on the satirist Jonathan Swift (who hated lawyers vehemently). Daniel's abridgement of *Tristram Shandy* was named as Audiobook of the Week by the Sunday Times; he has also abridged *Gulliver's Travels* and *Robinson Crusoe* as audio books. He has three children and lives with his wife (who is also a lawyer) in North West London.

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