

## RUPERT BELOFF

Year of call: 2001

Clerked by: Gary Young Jake Brooke

AREAS OF EXPERTISE:

Administrative & Public Law Commercial Litigation Intellectual  
Property & IT Sport



## Intellectual Property & IT

Rupert has wide ranging expertise in copyright and IP matters including matters relating to musical compositions, sports, artwork and photography. He has also advised clients on IT related matters including click wrap and browse wrap agreements.

Examples of recent and current cases include:

- Advising a company in respect of a claim for damages arising out of an alleged breach of copyright relating to the use of a photograph on a dummy website that was accidentally published. The Claimant was a company that enforced intellectual property rights on behalf of various photographers.
- Advising and representing an importer in respect of a claim for substantial damages for alleged breaches of intellectual property rights arising out of its purchase of grey imports of computer products.
- Advising a leading toy manufacturer in respect of a claim arising out of their alleged infringement of trade marks relating to craft products produced by a third party.
- Representing respondent at hearing in the IPO to deregister a trademark for non-use. The respondent had purchased rights to a number of trademarks relating to anti-slug products and was developing a new range of products under those trademarks. The applicant, a rival company, applied to deregister the trademarks alleging that they had never been used and, alternatively, had not been used for the past five years.
- Advising a cinema chain in respect of an intimated claim for licence payments due for soundtracks of films shown in the chain's cinema. Advice was sought on whether there was a separate copyright protection for the soundtrack that could incur a licence fee beyond the general copyright protections that attached to the films.
- Advising a local authority in respect of action it could take for in respect of misuse of its corporate coat of arms by a commercial company.
- Representing an international courier in a passing off action brought against a competitor.
- Representing a software company that provided security software in respect of its claim for trademark infringement by a competitor.
- Advising a manufacturer of sports cycling equipment in respect of an intimated claim by a major international sportswear company for trademark infringement.

### Profile

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Rupert worked in sports media before being called to the bar and completing a commercial and planning pupillage.

Rupert has a broad commercial and public law practice with a particular expertise in all aspects of sports and media law. He has extensive experience of appearing in courts and tribunals in London and nationwide, including high value complex claims.

Rupert's clients include regulatory bodies, sports clubs and agencies, sportsmen and women, national insurance companies, local authorities, FTSE listed companies, company directors, auctioneers and professionals.

He accepts instructions across a wide range of Chambers' work in both an advisory and advocacy capacity.

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### Areas of Expertise

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Administrative & Public Law

Commercial Litigation

Intellectual Property & IT

## Memberships

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British Association for Sport and Law (BASL)  
Personal Injuries Bar Association (PIBA)  
Administrative Law Bar Association (ALBA)

## Publications

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- Co-author of the Halsbury Centenary Essay 'The Field of Play' (Butterworths, 2007)
- Contributor to the New Oxford Companion to Law (Oxford, 2008) on the subjects of combat and blood sports
- Contributor to Halsbury's Laws of England volume on Sports (Butterworths, 2012)
- Co-author of Sports Law by Beloff, Kerr and Demetriou (2nd Edition)(Hart Publishing, 2012)
- Co-author of Atkins Court Forms volume on Sports (Lexis Nexis, 2013)
- Contributor to the International Sports Law Review

## Qualifications

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MA (Oxon)  
LLB PgDip(EC Law)

Rupert read History at Christ Church, Oxford, before studying Law at the University of Buckingham. He achieved the top first class law degree in the university; won university prizes for tort, EC law, trusts, criminal law and contract; and obtained the Edgar Palamountain Award for Excellence and Aylesbury Vale DC prize for Public Law. He holds a Postgraduate Diploma in EC Law from King's College, London.

Rupert worked in sports media before training for the Bar and undertaking pupillage at No5 Chambers. He is a member of Gray's Inn.