

Sarah Simpson

Senior Associate

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Practices

FOCUS: 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

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.

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

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intellectual property rights in the fashion industry. Sarah also frequently acts for clients on a pro bono basis. She received a PGDip in Intellectual Property Law and Practice from the University of Oxford in 2020.

News

- 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

- *The Katten Kattwalk* (Triannual) | Contributor
- 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)

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- [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 \(July 24, 2020\)](#)
- [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 \(September 14, 2017\)](#)