

# THREE NEW SQUARE

INTELLECTUAL PROPERTY

## DIRECTORY COMMENTS

*"Daniel is a superlative junior. I cannot fault him in any way. He is exceptionally bright and legally rigorous, and also has great sensitivity to the client."*

*"Daniel Selmi is very sensible and commercial. He is a good draftsman and advocate."*

*"Daniel is always highly responsive and always delivers. He provides practical and commercial advice in a client-friendly manner. He is also a highly effective advocate and quick on his feet."*

**Chambers & Partners, 2026**

*'Daniel's advocacy is focused, persuasive, and well-structured. He presents arguments clearly and confidently.'*

**Legal 500, 2026**

*"A go-to barrister. He is able to go toe-to-toe with more experienced counsel, with impressive advocacy skills and composure under pressure. We very much feel in safe hands with Daniel."*

*"Daniel is phenomenally good. He masters technical and legal aspects with ease, and has a wonderful manner with clients."*

*"Daniel is a very good, analytical and bright IP specialist."*

**Chambers & Partners, 2025**

*"Daniel has a very compelling style of advocacy which puts the case at its very strongest. He is phenomenally bright and able to master cases of the utmost complexity, whether in technical or legal aspects."*

**Legal 500, 2025**

*"Daniel Selmi has impressed the client with his oral and written advocacy in all matters. His client care has been exemplary...He has thoroughly mastered the legal and technical complexities involved."*

*"Daniel is a very good junior and our first choice junior in the IP field. He is commercially sensitive and very involved in the matters."*

*"Daniel is one of the most capable and responsive barristers I have worked with. He is extremely switched on and hands-on...in terms of strategic thinking and abilities, he is advanced. He positions himself to be a great barrister in the field."*

**Chambers & Partners, 2024**

*"Daniel is very responsive and pragmatic in dealing with the build up to cases. He gets stuck into the detail immediately."*

**Legal 500, 2024**



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*"Daniel is a pleasure to work with and is a real team player. He is highly responsive and incredibly industrious."*

*"Daniel Selmi has excellent oral advocacy and a commanding presence."*

**Chambers & Partners, 2023**

*"Daniel is phenomenally bright, and able to master complex technologies and tricky legal arguments with consummate ease. He wears his terrific expertise very lightly (and so is easy to work with), and he creates a collaborative atmosphere among those working with him...he is really passionate about getting the right results for clients."*

**Legal 500, 2023**

*"Daniel is frighteningly brilliant and very personable."*

*"His level of knowledge is phenomenal and he is able to grasp the case quickly. I class him as a rising star."*

*"He mastered the technologies of the patents at issue incredibly rapidly, with his formidable intellect. He has been a fantastic advocate."*

**Chambers & Partners, 2022**

*"Daniel is extremely bright. He possesses a fantastic combination of strong technical knowledge, calm logical thinking, and commercial acumen."*

**Legal 500, 2022**

*"Very approachable, provides responsive, well thought out advice and is an impressive advocate."*

*"He's got a technical background and is very good on the science. He's also commercial, and a very good team player who is quick to roll up his sleeves."*

**Chambers & Partners, 2021**

*"Excellent knowledge of trade mark laws..."*

**Legal 500, 2021**

## BIOGRAPHY

Daniel is ranked as a Leading Junior in both the Legal 500 (Band 1) and Chambers & Partners (Band 2) for intellectual property law. He practices in all areas of intellectual property law, including patents, trade marks, passing off, copyright, registered designs and design rights and confidential information and commercial disputes involving the same. Daniel is also a contributing author to Terrell on the Law of Patents, the leading practitioner textbook on UK patent law. He is one of the most frequently instructed juniors on SPC matters and is the Editor of that Chapter.

Daniel has been instructed in a wide variety of high profile cases across the breadth of intellectual property, including: *TQ Delta v Zyxxel* (patents, ADSL2/2+, VDSL2 technology); *Alcon v Aspire* (patents, fluprostenol isopropyl ester); *Puma v Nike* (trade marks, Footware mark); *Nokia v Oppo* (patent, 4G LTE transmission; Juve Patent "Top 10 patent case of 2022"); *Dr Reddy's and NHS Scotland v Warner-Lambert* (patent damages inquiry; selected by The Lawyer as one of the "Top



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20 Cases of 2023"); *Swatch v Samsung* (trade marks, Swiss watch brands; Managing IP "Impact Case of the Year 2024"); *Lidl v Tesco* (trade marks, passing off and copyright, Tesco's Clubcard; selected by The Lawyer as one of the "Top 10 Appeals of 2024"); *M&S v Aldi* (registered designs, light up gin bottles); *Shorts v Google* (trade marks and passing off, YouTube Shorts); *Merck Serono* (SPCs, cladribine for relapse-remitting multiple sclerosis); and *Toolgen v Vertex* (patents, CRISPR gene editing technology, Casgevy). Further details and cases can be found below and on his downloadable CV (current as of December 2025).

Daniel was called to the Irish Bar in 2024. He accepts instructions in relation to all EU work, including appeals to the General Court and the Court of Justice of the European Union.

**Daniel was nominated for "Junior IP Barrister of the Year" by Managing IP in 2023, 2024 and 2025. He was nominated for the equivalent award by Chambers and Partners in 2023.**

## EDUCATION AND TRAINING

Prior to coming to the Bar, Daniel completed an undergraduate Masters degree in Molecular and Cellular Biochemistry at the University of Oxford, achieving a Distinction in the preliminary examinations and graduating with 1<sup>st</sup> class (Hons) in 2005. He was the only life scientist accepted onto the Life Sciences Interface Doctoral Training Centre (LSI DTC) programme at the University of Oxford, which provided comprehensive postgraduate training in mathematical, physical, computational and engineering science techniques. As a result of this breadth, he is able to grasp all areas of science and technology.

Daniel subsequently undertook a DPhil (PhD) in Condensed Matter Physics (bionanotechnology) at Oxford titled "*DNA Lattices and Protein Arrays: Novel Approaches to Biological Structure Determination*", which was awarded in 2010. His DPhil thesis was examined as "*exceptional for a PhD student*" and "*timely, thought-provoking, and ground-breaking*". He subsequently continued his research at postdoctoral level and was elected a Fellow of St Cross College, Oxford University.

During his subsequent legal training, Daniel obtained the top merit-based scholarship for both the law conversion (GDL) and Bar training (BPTC) years from Lincoln's Inn. During his GDL year, he won the prestigious ESU-Essex Court Chambers National Mooting Competition and went on to represent the UK (and win) the 13<sup>th</sup> Commonwealth Mooting Competition, where he was named the best individual mooter in the Commonwealth final.

- **2013-2014:** 12-month pupillage at Three New Square, supervised by Tom Hinchliffe, Tom Mitcheson and Simon Malynicz, covering all aspects of Intellectual Property law
- **2012-2013:** Bar Professional Training Course, City University  
**Awards:** Lord Mansfield Scholarship (top BPTC scholarship); Shelford Pupillage Scholarship  
**Mooting:** Winner (UK team) & Best Individual Mooter, 13<sup>th</sup> Commonwealth Mooting Competition, Cape Town, South Africa (Awarded the Commonwealth Shield, 2013)
- **2011-2012:** Graduate Diploma in Law, Oxford Brookes University (Distinction)  
**Awards:** Hardwicke Entrance Award; Lord Bowen Scholarship (top GDL scholarship)  
**Mooting:** Winner of the ESU-Essex Court Chambers National Mooting Competition (Awarded the Silver Mace, 2012); Winner of the Oxford Inter-Varsity Moot (2012)
- **2009-2011:** St Cross College, Oxford University, Junior Research Fellow

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**Awards:** BBSRC Postdoctoral Research Fellowship (postdoctoral award – research grant ranked 1<sup>st</sup>/~150 overall)

- **2006-2009:** St Hugh's College, Oxford University, DPhil in Condensed Matter Physics (Bionanotechnology): "DNA Lattices and Protein Arrays – Novel Approaches to Biological Structure Determination"

**Awards:** EPSRC Doctoral Prize Fellowship (postdoctoral award – top 10% of PhD students)

- **2005-2006:** St Hugh's College, Oxford University, Life Sciences Interface Doctoral Training Centre (transitioned from the Life-Sciences into the Mathematical, Physical & Computational Sciences)

**Awards:** EPSRC Graduate Studentship (PhD scholarship)

- **2001-2005:** St Hugh's College, Oxford University, MBiochem (Hons) degree in Molecular and Cellular Biochemistry (Distinction, 1st Class)

**Awards:** Mary Lunt Scholarship (undergraduate scholarship at St Hugh's college); Book Prize (Outstanding academic performance in Finals); Fulford Scholarship (top graduate scholarship at St Hugh's college)

## CASE EXPERIENCE

### PATENTS

#### Court work

- **Toolgen v Vertex** [2025-ongoing] (Patent infringement proceedings concerning CRISPR gene editing technology, Casgevy)
- **Genmab A/S v The Comptroller-General of Patents, Designs and Trade Marks** [2025-ongoing] (SPC appeal under Article 3(b) of the SPC Regulation, six applications for daratumumab plus various corticosteroids and non-corticosteroid chemotherapeutic agents)
- **Case C-456/24 Halozyyme v Czech Industrial Property Office** (SPC applications for trastuzumab with recombinant hyaluronidase, appeal to the CJEU, Articles 1(b) and 3(a) of the SPC Regulation)
- **Merck Serono S.A. v The Comptroller-General of Patents, Designs and Trade Marks** [2025] EWCA Civ 45; [2025] R.P.C 7 (Appeal on second medical use SPCs under *Neurim/Santen* and applicable principles on departing from assimilated CJEU case law)
- **Halozyyme v The Comptroller-General of Patents, Designs and Trade Marks** [2024] EWHC 3202 (Pat) (SPC applications for trastuzumab and rituximab with recombinant hyaluronidase, High Court appeal, Articles 3(c) and (d) of the SPC Regulation)
- **Abbott v Sibionics** [2024] (Patent infringement proceedings in respect of 3 patents for Abbott's FreeStyle Libre continuous glucose monitors, including application for interim injunctive relief)
- **Merck Serono S.A. v The Comptroller-General of Patents, Designs and Trade Marks** [2023] EWHC 3240 (Ch); [2024] F.S.R. 13 (High Court appeal in respect of SPC application for multiple sclerosis drug "cladribine"; issues under *Neurim/Santen* on the temporal effect of CJEU judgments and legitimate expectations)
- **Panasonic v Xiaomi and Oppo** [2023] EWHC 3376 (Pat) (Counterparty confidentiality issues in the context of a FRAND dispute)
- **Dr Reddy's, NHS Scotland & Ors v Warner-Lambert** *Case management*: [2022] EWHC 189 (Pat); [2022] EWHC 284 (Pat). *Disclosure & Confidentiality*: [2022] EWHC 1856 (Ch). *IPC Appeal*: [2023] EWCA Civ 73; [2023] R.P.C. 9 (Acted for NHS Scotland along with NHS England, Wales and Northern Ireland in "potentially the most complicated follow-on damages inquiry ever")

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heard before the Patents Court"; The Lawyer "Top 20 Cases of 2023". Settled in the run up to the 5-week common issues trial and damages inquiry in November 2023)

- **Nokia v. OnePlus & Ors** *Pre-trial applications*: [2022] EWHC 1548 (Pat); [2022] EWHC 1745 (Pat). *Trial*: [2022] EWHC 2814 (Pat). *Consequential*: [2022] EWHC 3395 (Pat) (NEP patent for low pass filtering the amplitude component in 4G LTE mobile phones, including resisting pre-trial amendment application to add a further patent, and admissibility of technical evidence)
- **AutoStore v. Ocado** [2021-2022] (3-patent action relating to automated storage solutions, involving infringement / validity issues and a prior user defence under s.64 PA 1977. Unable to attend 2-week trial in March 2022 due to another trial; The Lawyer "Top 20 Cases of 2021"; Judgment: [2023] EWHC 716 (Pat))
- **Alcon v. Aspire & Actavis** *Trial*: [2021] EWHC 1026 (Pat). *Consequential*: [2021] EWHC 1881 (Pat) (Revocation action brought to claim damages under a cross-undertaking in respect of an expired patent, fluprostenol isopropyl ester for treating glaucoma and ocular hypertension)
- **Resman AS v. Tracerco Ltd.** [2016-2019] (Reservoir monitoring patent. Settled shortly before 1 week trial in February 2019)
- **TQ Delta LLC v. ZyXEL** [2017] EWHC 3305 (Pat) (2-patent action concerning ADSL2/2+, VDSL2 technology)
- **Align Technology, Inc. v. ClearCorrect** [2017-2019] (4-patent action relating to orthodontic appliances. Settled shortly before 2-week trial in March 2019)
- **Teva v. Astra Zeneca** [2017] (Multi-jurisdictional 3-patent action concerning Fulvestrant; seconded barrister)
- **Napp Pharmaceutical Holdings Ltd. v. Dr Reddy's Ltd. & Sandoz Ltd.** [2016] EWHC 1517 (Pat) (2-patent action concerning trans-dermal patches for pain relief)
- **Wobben Properties GmbH v. Siemens** [2015] EWHC 2114 (Pat) (Method of operating a wind power station; seconded barrister)
- **Celltrion v. Biogen & Others** [2015] (3-patent action concerning rituximab dosage regimes; seconded barrister)
- **TCT Mobile Europe SAS v. Telefonaktiebolaget LM Ericsson** [2014-2015] (3 patents with the highest technical rating of 5, concerning speech coding technology for mobile telecommunications; seconded barrister)

## UK Intellectual Property Office & European Patent Office

- BL O/1016/24 **Genmab A/S** (Six applications for SPCs for daratumumab plus various corticosteroids and non-corticosteroid chemotherapeutic agents, raising issues under Article 3(b) of the SPC Regulation)
- BL O/0484/23 **Merck Serono S.A** (Application for an SPC in respect of "cladribine" for treating multiple sclerosis, raising complex issues under *Neurim/Santen* on the temporal effect of CJEU judgments and legitimate expectations)
- BL O/348/22 **AutoStore v. Ocado** (Entitlement reference under Section 12 of the PA 1977 in respect of a load handling device patent)
- BL O/019/22 **Chiesi Farmaceutici S.P.A** (The first ever UK IPO hearing granting an application for a paediatric extension to SPC/GB11/051 after expiry of the underlying SPC)
- EPO opposition to EP 2 156 751 [2020-2021] (Novel Sweetener Having Sugar-Like Taste And Production Method And Use Of The Same)
- EPO opposition to EP 2 793 618 [2019] (Beverage Comprising Steviol Glycosides).

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## TRADE MARKS / PASSING OFF / COPYRIGHT / DESIGNS

### Trade Marks & Passing Off

#### Court work

- **Entain** v Liquidity Trading [2025-ongoing] (Trade mark infringement claim in respect of the defendants' use of bwin, Coral, Ladbrokes, Sportingbet, Foxy, Gala and Party Casino marks on various "matched betting" websites)
- **Lego** v Happy Trading Group Limited [2025-ongoing] (Claim for infringement of 34 LEGO registered designs, copyright infringement and trade mark infringement in respect of toy construction models)
- **Shorts International** v Google [2025-ongoing] (Trade mark infringement appeal relating to Google's YouTube Shorts)
- **Aga Rangemaster** v UK Innovations [2025] EWCA Civ 1622 (Appeal to the Court of Appeal on trade mark exhaustion, meaning of "graphic work" and compatibility of Section 51 CDPA 1988 with assimilated EU case law)
- Case T-375/24 **European Lotto and Betting Ltd** v EUIPO – Multi-State Lottery Association (General Court appeal, POWERBALL mark, bad faith)
- Case T-109/25 **Bulkhead** v EUIPO – Ubisoft Entertainment (General Court appeal, registrability of WARDOGS, likelihood of confusion)
- **ITC Limited** v Various Defendants [2025-ongoing] (Multiple trade mark infringement and passing off claims brought by ITC Limited against defendants selling India-Only AASHIRVAAD atta in the UK)
- **Wise Payments** v **With Wise Applications**: [2024] EWHC 234 (IPEC); [2024] E.T.M.R. 22; [2024] EWHC 3448 (IPEC). Trial: [2025] EWHC 1722 (IPEC); [2025] E.T.M.R. 36 (IPEC action for trade mark infringement/passing off in respect of "Wise" marks, including contested CMC joinder application and amendment application)
- **Abbott** v Sinocare *Interim injunction*: [2024] EWHC 1062 (Ch). Trial: [2025] EWHC 206 (Ch); [2025] F.S.R. 21 (3D trade marks/passing off in respect of Abbott's FreeStyle Libre continuous glucose monitors, including application for interim injunctive relief)
- **Shorts International** v Google *Applications*: [2024] EWHC 2178 (Ch); [2024] EWHC 2565 (Ch). Trial: [2024] EWHC 2738 (Ch); [2025] E.T.M.R. 3 (High Court trade mark infringement / passing off action in respect of Google's YouTube Shorts)
- **Aga Rangemaster** v UK Innovations *Pre-trial application/CMC*: [2023] EWHC 2645 (IPEC) Trial: [2024] EWHC 1727 (IPEC); [2024] F.S.R. 31 *Consequential*: [2024] EWHC 2193 (IPEC) (IPEC trade mark and copyright infringement action in respect of refurbished AGA cookers)
- **Lidl** v **Tesco** [2024] EWCA Civ 262; [2024] F.S.R. 17 (Trade mark infringement, passing off, copyright infringement and bad faith appeal in respect of Tesco's Clubcard Prices sign; selected by The Lawyer as one of the "Top 10 Appeals of 2024")
- **Swatch Group** v Samsung [2023] EWCA Civ 1478; [2024] F.S.R. 13 (Appeal, trade mark use and E-Commerce Directive Defence, third-party watch face apps bearing The Swatch Group's Swiss watch brands on Samsung smartwatches; Managing IP "Impact Case of the Year 2024")
- **Lidl** v **Tesco** *Bad faith & survey applications*: [2022] EWHC 1434 (Ch); [2022] E.T.M.R. 39; [2022] EWCA Civ 1433; [2023] F.S.R. 12. Trial: [2023] EWHC 873 (Ch); [2023] F.S.R. 15. *Consequential*: [2023] EWHC 1517 (Ch); [2024] F.S.R. 5 (Trade mark infringement, passing off and copyright action in respect of Tesco's Clubcard. Contested strike out (bad faith) and survey evidence applications)



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- **Swatch Group** v Samsung *Trial*: [2022] EWHC 1127 (Ch); [2023] F.S.R. 1. *Consequential*: [2022] EWHC 1895 (Ch); [2022] Costs L.R. 1255 (Trade mark infringement in respect of watch face apps bearing The Swatch Group's Swiss watch brands on Samsung smartwatches)
- Revive A Phone Limited v **WeFix** [2022] EWHC 2195 (Ch) (UK IPO appeal to the High Court, treatment of weakly distinctive elements under Section 5(2)(b))
- Argex N.V. v **Argex-Argila** [2022] (Trade mark infringement / passing off action, expanded clay goods. Settled the week before 4-day trial in October 2022)
- Lyle & Scott v **American Eagle** [2022] (Breach of contract and passing off action in relation to fashion clothing. Settled prior to 7-day trial in November 2022)
- Christian Dior Couture S.A. v (1) Luxoptics Ltd (2) **B2C18 Ltd** [2021] (Contested *Norwich Pharmacal* disclosure application in relation to Christian Dior eyewear)
- **Equisafety Ltd** v Battle, Hayward & Bower, Ltd [2021] EWHC 3296 (IPEC); [2022] E.T.M.R. 11 (IPEC action for trade mark infringement / passing off in relation to equine safety products)
- **Puma** v Nike [2021] EWHC 1438 (Ch); [2022] R.P.C. 2 (High Court trade mark appeal in respect of UK IPO decision O/415/19 for the mark FOOTWARE)
- Lease Comparison Limited v. **Carparison Limited** [2019] (IPEC passing off action in relation to car leasing services. Settled before trial)
- Fidelity v. **Fidelis PTR**: [2018] EWHC 667 (Ch). *Trial*: [2018] EWHC 1097 (Pat). *Consequential*: [2018] EWHC 2074 (Ch) (Trade mark infringement and passing off of Fidelity's trade marks, financial and insurance services)
- TVM Management Co Ltd v. **District Enforcement Ltd** [2019] (IPEC trial involving copyright infringement and passing off of mooring maps and journey calculators. Settled several days before trial in September 2019)
- **Breitling** v. Moshe & Ors [2019] (IPEC trial in relation to trade mark infringement of Breitling's marks; unreported)
- Prefabricated Access Suppliers v **Circle Safety Training Ltd** [2019] (IPEC trial involving trade mark infringement / passing off of various marks for mobile scaffolding towers. Settled the week before trial in October 2019)
- **HBI Europe GmbH** v. MMS Wholesale Ltd. [2018] (IPEC trial relating to trade mark infringement/passing off of HBI's RAW trade marks for rolling trays. Settled the week before trial in December 2018)
- **Pizza Express** v One Delivery Limited [2016] (IPEC trademark/copyright infringement/passing off action in respect of Pizza Express's marks)
- Penyards Property Management v. **Mr Graham Evans & Others** [2015] (Trademark infringement/passing off action in relation to property letting services)

## UK Intellectual Property Office & EU Intellectual Property Office

Daniel also has extensive experience at the UK IPO and EUIPO and is one of the most frequently instructed barristers at the UK IPO over the past 5 years, according to CITMA Review. He appeared at the UK IPO 17 times in 2023 alone, which is a record for appearances by a barrister in a single year. Some notable UK IPO cases include:

- 2023 (Acted for The Swatch Group in 13 UK IPO revocation hearings against Samsung, in respect of The Swatch Group's famous Swiss watch brands)
- O/247/21 (UK IPO trade mark opposition to Nairn's POPPED OATS marks)
- O/776/19 & O/777/19 (Long running UK IPO parallel revocation and opposition proceedings against the trade mark ABANKA for financial services)
- O/640/19 (The first extended form passing off action in relation to services)

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- O/385/19 (Appeal to the Appointed Person concerning invalidity of CHEVRON trade marks)
- O/556/17 (UK IPO opposition proceedings brought by the film studio MGM)
- O/439/14, [2015] R.P.C 15 (Trade mark appeal to the Appointed Person concerning invalidity and revocation claims in respect of Indian Motorcycle marks)

## Copyright

- **Lego v Happy Trading Group Limited** [2025-ongoing] (Claim for infringement of 34 LEGO registered designs, copyright infringement and trade mark infringement in respect of toy construction models)
- **Soho Home v Next** [2025-ongoing] (Claim for copyright infringement, UK unregistered design infringement, supplementary unregistered design infringement and passing off in respect of 24 Soho Home interior design products)
- **Garden House Software Limited v Marsh & Ors** [2024] (Copyright infringement dispute in relation to software for financial services institutions)
- **Aga Rangemaster v UK Innovations** [2025] EWCA Civ 1622 (Appeal to the Court of Appeal on trade mark exhaustion, meaning of "graphic work" and compatibility of Section 51 CDPA 1988 with assimilated EU case law)
- **Leeds Plywood v Deanta UK Ltd** *Applications*: [2025] EWHC 1376 (IPEC) (IPEC action for registered and unregistered design and copyright infringement in respect of door designs, including pre-trial specific disclosure and strike out applications. Settled a few days before trial)
- **Aga Rangemaster v UK Innovations** *Trial*: [2024] EWHC 1727 (IPEC); [2024] F.S.R. 31 *Consequential*: [2024] EWHC 2193 (IPEC) (IPEC trade mark and copyright infringement action in respect of refurbished AGA cookers)
- **Lidl v Tesco** [2024] EWCA Civ 262; [2024] F.S.R. 17 (Copyright infringement and copyright injunctive relief appeal in respect of Tesco's Clubcard Prices sign; selected by The Lawyer as one of the "Top 10 Appeals of 2024")
- **Lidl v Tesco** *Trial*: [2023] EWHC 873 (Ch); [2023] F.S.R. 15. *Consequential*: [2023] EWHC 1517 (Ch); [2024] F.S.R. 5. (Copyright infringement in respect of Tesco's Clubcard Prices sign, including damages *in lieu* of copyright injunctive relief)
- **Equisafety v Woof Wear** [2023-2024] (IPEC copyright infringement action in respect of various Equisafety fabric designs)
- **Illiquidx Ltd v Altana Wealth Ltd & Anor** [2021] EWHC 647 (Ch) (High Court action for breach of contract, breach of confidence and/or trade secrets and copyright infringement, financial services)
- **Full Fortune Intellectual Ltd v Coobuy Ltd** [2020] (IPEC action for passing off / copyright infringement in relation to footwear products)
- **Original Fabrics Ltd v JT Griffiths & Co Ltd** [2020] (IPEC copyright infringement action in relation to fabric designs)
- **Voodoo v. Rollic Games & Hero Games** [2020] (High Court action for copyright infringement concerning one of the most successful free-to-play video games)
- **TVM Management Co Ltd v. District Enforcement Ltd** [2019] (Copyright infringement and passing off in respect of mooring maps. Settled several days before trial in September 2019)
- **Goulding v Bedford** [2017] (Several interim applications and IPEC damages inquiry in relation to copyright infringement/licensing of swim-wear images. The claimant sought damages in excess of £90,000 and was awarded less than £200. Unreported)
- **Pizza Express v. One Delivery Limited** [2016] (IPEC trademark/copyright infringement/passing off action in respect of Pizza Express's marks)



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- Enigma Imports (UK) Ltd v. **Vina Trade (Europe) Ltd** [2016] (Summary judgment application and 2-day IPEC trial concerning copyright and UK/C-UDR infringement in statues. Settled on the first day of trial in June 2016)

## Design Rights

- **Lego v Happy Trading Group Limited** [2025-ongoing] (Claim for infringement of 34 LEGO registered designs, copyright infringement and trade mark infringement in respect of toy construction models)
- **Soho Home v Next** [2025-ongoing] (Claim for copyright infringement, UK unregistered design infringement, supplementary unregistered design infringement and passing off in respect of 24 Soho Home interior design products)
- **Jellycat v Aldi** [2024-2025] (IPEC action for UK registered design infringement in relation to “dragon” soft toys)
- **Leeds Plywood v Deanta UK Ltd Applications:** [2025] EWHC 1376 (IPEC) (IPEC action for registered and unregistered design and copyright infringement in respect of door designs, including pre-trial specific disclosure and strike out applications. Settled a few days before trial)
- **Golden Wolfe Ltd v Schuh Ltd** [2024] (IPEC action for registered/unregistered/supplementary design and copyright infringement in ladies boots)
- **Marks & Spencer v Aldi** [2024] EWCA Civ 178; [2024] F.S.R. 16 (Aldi’s UK registered design infringement appeal relating to M&S’s “light up gin bottles”)
- **Marks & Spencer v Aldi** [2023] EWHC 178 (IPEC); [2023] F.S.R. 17 (IPEC action for UK registered design infringement in relation to “light up gin bottles”)
- **Sony Interactive Entertainment Europe Ltd v Junzhi Wang** [2020] (UK IPO application for invalidity asserting Sony’s Dual Shock 4 controller)
- **Global One-Pak Ltd v. Easy Cleaning Solution Ltd** [2019] (IPEC action for infringement of Community registered designs in trigger sprays)
- **Target Sports Ltd v. Legend Darts Ltd** [2019] (IPEC action for infringement of unregistered design rights in darts packaging)
- Enigma Imports (UK) Ltd v. **Vina Trade (Europe) Ltd** [2016] (Summary judgment application and 2-day IPEC trial concerning copyright and UK/C-UDR infringement in statues. Settled on the first day of trial in June 2016)

## OTHER INTELLECTUAL PROPERTY

### Damages inquiries / accounts of profits

- **Lidl v Tesco** [2024-ongoing] (Damages inquiry following liability trial in respect of Tesco’s use of CCP Signs. 3 week inquiry, early 2027)
- **Swatch Group v Samsung** [2024-ongoing] (Damages inquiry following liability trial in respect of Samsung’s use of infringing Swiss watch brands on Samsung smartwatches. 1 week inquiry in June 2026)
- **Dr Reddy’s, NHS Scotland & Ors v Warner-Lambert** *Case management:* [2022] EWHC 189 (Pat); [2022] EWHC 284 (Pat). *Disclosure & Confidentiality:* [2022] EWHC 1856 (Ch). *IPC Appeal:* [2023] EWCA Civ 73 (Acted for NHS Scotland along with NHS England, Wales and Northern Ireland in “potentially the most complicated follow-on damages inquiry ever heard before the Patents Court”; The Lawyer “Top 20 Cases of 2023”. Settled in the run up to the 5-week common issues trial and damages inquiry in November 2023)

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# THREE NEW SQUARE

INTELLECTUAL PROPERTY



DANIEL SELMI

CALLED TO THE BAR  
ENGLAND & WALES 2013,  
IRELAND 2024

- **Equisafety Ltd** v Battle, Hayward & Bower, Ltd [2021] EWHC 3296 (IPEC); [2022] E.T.M.R. 11 (IPEC account of profits following the trial of this action for trade mark infringement of Equisafety's Mercury mark)
- **Fit Kitchen** v Scratch Meals Ltd & Ors [2020] EWHC 2069; [2021] EWHC 2986 (Ch); [2022] EWHC 1525 (IPEC) (IPEC account of profits following the trial of this action for trade mark infringement of FIT KITCHEN mark, including a number of contested interim applications)
- Health & Case Management Limited v **The Physiotherapy Network (UK) Ltd** [2018] EWHC 869 (QB) & [2019-2020] (Damages inquiry for *sui generis* database infringement, including contested applications for security for costs, specific disclosure, permission to amend pleadings and strike out).
- Goulding v **Bedford** [2016] (Several interim applications and IPEC damages inquiry in relation to copyright infringement/licensing of swim-wear images. The claimant sought damages in excess of £90,000 and was awarded less than £200. Unreported)

## Confidential Information

- **Illiquidx Ltd** v Altana Wealth Ltd & Anor [2021] EWHC 647 (Ch) (High Court action for breach of contract, breach of confidence and/or trade secrets and copyright infringement, financial services)

## Professional negligence

- **[Party A]** v **[Party B]** [2017-2020] (Multi-million-pound professional negligence claim against a global intellectual property firm)

## PUBLICATIONS & OTHER LEGAL INTEREST

### Scientific

#### Publications

- Adamson R.J., Sharp T.H., Selmi D.N., Goddard A.D., Gilbert R.J.C., Turberfield, A.J. and Watts A. *Probing GPCR-G-alpha interactions: A functional study by EM and SPR*. European Biophysics Journal with Biophysics Letters **42** (2013) S172-S172
- Selmi D.N., Adamson R.J., Attrill H., Goddard A.D., Gilbert R.J.C., Watts A. and Turberfield A.J. (2011) *DNA-templated protein arrays for single-molecule imaging*. Nano Letters **11**(2): 657-660
- Selmi D.N., Attrill H., Watts A., Gilbert R.J.C. and Turberfield A.J. (2011) *Observation of Structural Changes on Activation of the NTS1 G-Protein-Coupled Receptor on DNA-Templated Protein Arrays by Cryo-EM*. Biophysical Journal **98**(3)
- Selmi D.N. and Turberfield A.J. (2009-2011) *Method of Preparing Polypeptides for Cryo-Transmission Electron Microscopy (Cryo-EM) and Structure Determination Using DNA Lattices*. WO 2011/012844 A1

#### Talks

- Invited speaker at a mini symposium on GPCR structure and function, Department of Biochemistry, Oxford University (2011)

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- Invited speaker at the 50<sup>th</sup> Anniversary Symposium of the British Biophysical Society, Cambridge, UK (2010)
- Invited speaker at the Biophysical Society 54<sup>th</sup> Annual Meeting, San Francisco, California, USA (2010)
- Invited speaker at the 5<sup>th</sup> International Conference on Foundations of Nanoscience, Snowbird, USA (2008)

As a second-year undergraduate student, Daniel developed a keen interest in neuropharmacology. He proposed the notion of complex neuropsychobiological interactions between certain drugs, which rationalised a large amount of experimental data and led to publications in the Journal of Neural Transmission and Journal of Psychopharmacology, where he was attributed.

## Legal

- Contributing author to Terrell on the Law of Patents (19<sup>th</sup> and 20<sup>th</sup> editions), the leading practitioner textbook on UK patent law
- Daniel has been an invited speaker on intellectual property law and procedure to delegates from the Chinese Ministry of Commerce and Judges of the Supreme Court of the People's Republic of China. He has also been interviewed by Bloomberg Law for his intellectual property expertise and has published several commentaries on legal cases
- Daniel remains active in mooting as a coach and as judge. He coached the Oxford team at the Oxford IP International Moot in 2017 to the semi-finals and was a judge in 2019 and 2025. He was also a judge of the Kings College London IP Moot in 2020

## PROFESSIONAL ASSOCIATION MEMBERSHIPS

- Chancery Bar Association
- IP Bar Association

## PERSONAL

- Olympic weightlifting and powerlifting.
- Competitive powerlifting between 2007-2009 (Varsity and national, awarded two half-blues. Deadlifted 270kg at 81.2kg bodyweight. Oxford University Sportsman of the Year, 2008)
- Various martial arts



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