



"Deirdre Kilroy is a trademark maven with complementary expertise in data privacy, advertising and outsourcing"

World Trademark Review 1000 2017

Deirdre Kilroy

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Expertise

Deirdre Kilroy is a partner in the Technology and Innovation team and is Head of Intellectual Property. Deirdre specialises in intellectual property, technology and data privacy law. She has over 20 years' experience in these areas. Prior to joining Matheson she spent over 12 years as Head of Technology & Intellectual Property with a leading Irish law firm.

Many of the commercial contracts that Deirdre has worked on are complex, and she is proactive in helping clients model their agreements and strategic positions. She has experience with large outsourcing projects, technology supply agreements and patent licences, particularly for clients in the life sciences, pharma, data and technology sectors. Much of her work involves advising businesses how to model and conclude contracts, including distribution, supply, services and sales agency arrangements. She works closely with our taxation department on international projects involving significant IP and technology assets. Deirdre also advises on confidentiality, trade secrets, advertising, ecommerce and consumer protection.

Deirdre assists brand owners to proactively protect and enforce their trade marks and designs in Ireland, Europe and globally. From brand / design creation and pre-registration advice through to searching, filing, enforcement, anti-counterfeiting and commercialisation, her clients benefit from her extensive experience. Her practice focuses on the protection, acquisition and commercial exploitation of intangible assets including through licensing, franchising, collaboration, research, sponsorship and disposals.

Deirdre advises Matheson's clients on all aspects of privacy and data protection laws including international transfers, policies, audits and the GDPR. She frequently supports clients with retail, online, outsourcing, litigation, M&A and employment needs, helping them navigate the application of data protection laws to their businesses and relationships. Clients with cybersecurity issues and data breach issues regularly seek her advice and services.

For over 16 years Deirdre has also advised international and large national entities on gaming, gambling and lotteries activities in Ireland, online, physical and remotely delivered. Not only does she understand the recent licensing regime applicable to remote operators, but also appreciates how the legislation dating from the 1930s and 1950s applies to today's bookmakers, other operators, affiliates and service providers. Clients value her pragmatic approach.

Deirdre is acknowledged by many independent directories as an expert in her field. She regularly lectures in Ireland and internationally, including at the Law Society of Ireland, and contributes to relevant

publications. She is a member of the Intellectual Property & Data Privacy Committee of the Law Society of Ireland, and sits on Technology Ireland's Data Working Group. She is a member of the Intellectual Property Commission of the International Chamber of Commerce and also of INTA, IAPPI and SCL.

Experience Highlights

Deirdre has

- been named legal adviser to Enterprise Ireland on "Inspiring Partnership - the National IP Protocol 2016", Ireland's policy on commercialisation of state funded IP
- advised a currency trading entity on a large scale technology project involving the creation and licensing of an international IT infrastructure trading platform
- drafted and assisted on large scale device, hardware and services supply agreement to mobile operator
- managed and advised FMCG & food and beverage clients on trade mark prosecution and contentious matters in Ireland
- advised a MNC pharma on all employee, pension and IT management aspects of GDPR
- acted for a large forecourt/ petrol operator on all franchise agreements, distribution agreements, ecommerce terms and conditions and sponsorship deals
- acted for a multi-national fast food company on modelling a multi-million euro promotion, with multiple lottery licences, including drafting ancillary documentation

Accolades

Deirdre Kilroy is recommended.

European Legal 500 2020

Deirdre Kilroy is *"very knowledgeable, sound commercial judgement, responsive to clients and effective in handling difficult opposing counsel"*.

European Legal 500 2020

Deirdre Kilroy is the "star of the show" and a top deal broker for clients in the high-tech and life sciences domains.

IAM Patent 1000 2019

Deirdre Kilroy is considered a "bona fide thought leader on trade secrets legislation and SPC regimes"

IAM Patent 1000 2019

Deirdre Kilroy is "terrific" and not only *"knows a lot about local trade mark law and practice"*, but is also *"extremely knowledgeable about GDPR"*

European Legal 500 2019

Deirdre Kilroy is recommended.

European Legal 500 2019

Deirdre Kilroy has *"substantial and substantive IP expertise, as well as tactical skill in handling difficult negotiations. She is also a great communicator and can convey complex ideas simply to non-experts"*

Information Technology: Chambers Europe 2019

"She is very business-minded, and at the same time attentive to the detail and nuances that really make the difference"

Intellectual Property: Chambers Europe 2019

"Matheson IP offering is fronted by the fabulous Deirdre Kilroy, a transactional ace who has handled scores

of licensing, franchising, collaboration and disposal deals in her time."

World Trademark Review WTR1000 2019

"Deirdre Kilroy has a strong client focus and an innovative approach."

Chambers Europe 2018

"Deirdre Kilroy is technically excellent."

Chambers Europe 2018

Deirdre Kilroy is recommended.

European Legal 500 2018

Managing IP - IP Stars - Trade Marks 2018

Managing IP - IP Stars - Trade Marks 2017

WIPR Leader 2017

Deirdre Kilroy is recommended.

European Legal 500 2017

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"Her speed of response and knowledge are excellent"

Chambers Global, 2017

WIPR Leader 2016

Deirdre Kilroy is recommended.

Chambers Europe, 2016

Deirdre Kilroy is recommended.

European Legal 500, 2016

Deirdre Kilroy is listed as an expert for Technology, Media and Telecommunications.

Expert Guides, 2016

Deirdre Kilroy is recognised as a Leading Practitioner in Information Technology.

Who's Who Legal, 2016

"She is easy to communicate with, open to ideas and deals with things in a commercial way"

Chambers Europe 2015

Deirdre is widely recommended for her *"prompt and commercial advice, and understanding of the client"*

Chambers Europe 2015

Deirdre Kilroy is *"proactive and pragmatic"* and *"solution-focused"*

The Legal 500 2015

"Deirdre Kilroy is always on top of developments in the trademark space, especially when it comes to life sciences and internet issues"

World Trademark Review 1000 2015

Recognised as a Leading Practitioner in Technology, Media and Telecommunications.

Who's Who Legal 2015

Leading Practitioner (TMT)

Women in Business Law 2015 Expert Guides

Deirdre is "*Very approachable. She is flexible and creative in providing solutions to the queries we have*"

Chambers Europe 2014

Deirdre Kilroy delivers '*consistently solid, practical and appropriate*' advice

European Legal 500, 2014

Education

BCL and LLM (Comm) University College Dublin

Related Practice Areas

[Betting and Gaming](#)

[Data Protection](#)

[Intellectual Property](#)

[Life Sciences](#)

[Outsourcing and Contracted Services](#)

[Technology and Innovation](#)
