

ALTHAF MARSOOF

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EDUCATIONAL QUALIFICATIONS

2013-2016 (pending)	Ph.D.	King's College London (Dickson Poon School of Law), London, United Kingdom Thesis title: <i>Holding internet intermediaries accountable for infringements of trademark rights: Approaches and challenges</i> Submission for defence: June 2016
2012-2013	M.Phil.	University of Queensland (TC Beirne School of Law), Brisbane, Australia Thesis title: The liability of online service providers in Australia for third party trademark infringement
2009-2010	LL.M. (First Class)	Cambridge University (Faculty of Law), Cambridge, United Kingdom Specialisation: Commercial Law
2004-2008	B.Sc.	Curtin University of Technology, Perth, Australia Specialisation: Information Technology
2003-2007	Attorney-at-Law (Class Honours)	Sri Lanka Law College, Colombo, Sri Lanka Major: Law Practical Training and Apprenticeship (2007) Final Examination in Laws (2006) 2 nd of 455 candidates Intermediate Examination in Laws (2005) 7 th of 226 candidates Preliminary Examination in Laws (2004) 10 th of 250 candidates

LEGAL PRACTICE EXPERIENCE

2007-2013	State Counsel	<p>The Attorney General's Department of Sri Lanka</p> <p>Work scope: Represented the Government of Sri Lanka (GoSL) and other public bodies in disputes involving contractual, tortious (delictual) and proprietary claims.</p> <p>Represented public sector employers in Labour Tribunals, Industrial Courts and Arbitral Tribunals.</p> <p>Represented Cabinet and Provincial Ministers, Heads of Government Departments and other public officers (including the Director General of Intellectual Property) in judicial review and Fundamental Rights cases.</p> <p>Appeared for the Attorney General (AG) in provincial courts in cases where the AG was added as an amicus party or to provide assistance to court in issues involving the State.</p> <p>Represented the GoSL and other public bodies in commercial arbitral proceedings. This includes an ICC construction arbitration between a Japanese construction company, represented by Pinsent Masons LLP (U.K.), and the Road Development Authority of Sri Lanka.</p> <p>Drafted pleadings, written submissions and other related documents in respect of both court and arbitral proceedings. Drafted and vetted commercial agreements for the GoSL and other public bodies.</p> <p>Negotiated settlements on behalf of the GoSL and public bodies.</p> <p>Provided advice on legal and policy issues of national interest and the constitutionality of draft legislation.</p>
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2010	Legal intern	The International Bar Association, London, United Kingdom Research areas: (1) corruption and the legal profession (2) online social networking and the legal profession
2007	Legal Apprentice	The Attorney General's Department of Sri Lanka Specialisation: Public law, property, torts (delict) and criminal law
2007	Legal Apprentice	Chamber of President's Counsel Dr. Harsha Cabral, Colombo, Sri Lanka Specialisation: Intellectual Property law

PROFESSIONAL RECOGNITIONS AND MEMBERSHIPS

2015	Associate Fellow	Higher Education Academy of the United Kingdom
2007	Life Member	Bar Association of Sri Lanka

AWARDS AND SCHOLARSHIPS

2015	Award for the best presentation in the session on 'Public Health Laws'	1 st International Conference on Public Health, Colombo, Sri Lanka
2013	Dickson Poon PhD Law Scholarship	Dickson Poon School of Law, King's College London, United Kingdom
2013	Award for the best student research paper	2 nd Annual International Law Regulation and Public Policy conference, Singapore
2012/2013	International Postgraduate Research Scholarship	University of Queensland, Australia
2012/2013	Centennial Scholarship	University of Queensland, Australia
2008	K.C. Kamalabeyson Research Award	K.C. Kamalabeyson Memorial Foundation, Sri Lanka
2007	Academy of International Trade Full scholarship	Institute of European Studies, Macau, China
2006	Walter Ladduwahetti Gold Medal for Academic Excellence	The Sri Lanka Law College, Sri Lanka
2006	P. Nawaratnarajah Memorial Gold Medal for Evidence Law	The Sri Lanka Law College, Sri Lanka
2006	Sethukawala Memorial Prize for Commercial Law	The Sri Lanka Law College, Sri Lanka
2006	Justice H.N.G Fernando Memorial Research Award	The Sri Lanka Law College, Sri Lanka
2006	Subject Prize for Civil Procedure and Pleadings	The Sri Lanka Law College, Sri Lanka
2004	IFS Graduate Scholarship	IFS R & D Ltd, Colombo, Sri Lanka

KEY PUBLICATIONS

Full list of publications available at: <https://kcl.academia.edu/AlthafMarsoof>

BOOK CHAPTERS

Marsoof A	'Legal challenges in achieving public health objectives through product labelling regulation: A Sri Lankan perspective' in Enrico Bonadio & Alberto Alamanno (eds), <i>Intellectual Property and Health-Related Goods: Emerging Issues, Challenges and Opportunities for IP Regimes</i>	(Cheltenham: Edward Elgar, 2016) (forthcoming)
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REFEREED JOURNAL ARTICLES

Marsoof A	'Serving the goals of trademark owners through the Australian Consumer Law: A reflection on <i>Google v ACCC</i> '	(2015) 23 <i>Australian Journal of Consumer and Competition Law</i> 244
Marsoof A	'The Blocking Injunction: A critical review of its implementation in the United Kingdom, within the legal framework of the European Union'	(2015) 46 (6) <i>International Review on Intellectual Property and Competition Law (IIC)</i> 632
Marsoof A	'The TRIPs compatibility of Australia's tobacco plain packaging legislation'	(2013) 16(5) <i>Journal of World Intellectual Property</i> 197

CONFERENCE PRESENTATIONS AND GUEST LECTURES

2015 – June	Guest lecture: The Blocking Injunction: Can it replace Notice and Takedown?	Singapore Management University, Singapore
2015 - June	Notice and takedown: A trademark perspective	4th Annual International Conference on Law, Regulation and Public Policy, Singapore
2015 - May	Legal challenges in achieving public health objectives through product labelling regulation	1 st International Public Health Conference, Colombo, Sri Lanka
2014 - March	Trademark infringement, internet intermediaries and the practice of ‘notice and takedown’	4 th Internet Law Works-in-Progress Symposium, New York, NY, USA.
2013 - July	Counterfeits, beware! Challenges in extending the reach of the Australian Consumer Law to the online environment	14 th International Association of Consumer Law Conference, Sydney, Australia
2013 - June	Plain packaging of tobacco products: Does it interfere with trademark rights?	2nd Annual International Conference on Law, Regulation and Public Policy, Singapore
2014 - August	Guest lecture series: <i>Lecture 1</i> – TRIPS: Domestic implementation and flexibilities <i>Lecture 2</i> – Tobacco Plain Packaging: International and comparative perspectives. <i>Lecture 3</i> – Trademark Infringement and Search Engines	TC Beirne School of Law, University of Queensland (delivered as part of the International and Comparative Trademark Law module in the LLM programme)
2014 - April	The impact of the current legal frameworks on the practice of notice and takedown in the trademarks context	University of Newcastle Postgraduate Research Conference
2013 - April	Guest lecture: Keyword advertising and trademark issues: An international perspective	TC Beirne School of Law, University of Queensland (delivered in the LLM programme)
2013 - April	Guest lecture series: <i>Lecture 1</i> - Evaluating the High Court’s ruling in <i>JTI International/BATA v. Commonwealth of Australia</i> <i>Lecture 2</i> - An analysis of the <i>Google v. ACCC</i> High Court case	TC Beirne School of Law, University of Queensland (delivered in the LLB programme)
2012 - May	Legal issues relating to packaging	International Packaging Conference, Sri Lanka
2010 - November	Electronic Evidence in Practice	Junior Bar Law Conference, Sri Lanka
2010 – October	Trademark issues on the internet	Law Asia Business Law Conference, Sri Lanka