



## Protecting What Matters Most

# Reputation & Brand Protection

At WRP Legal, we help individuals and businesses safeguard their most valuable assets. Our expert team takes a proactive approach to defending your reputation and brand from unlawful attacks, managing crisis situations, and addressing cyber security threats. With strategic legal advice and rapid response capabilities, we help you navigate complexity, mitigate risk, and maintain public trust in an increasingly fast-moving world.



Defamation



Privacy



Copyright



Trade Mark



Passing Off



Comparative Advertising



**John Kelly**

Director

John is a leading reputation, privacy, and brand protection lawyer with over 30 years' experience. He advises high-profile clients worldwide on defamation, privacy, crisis management, and cybersecurity. Recognised globally, his clients include celebrities, entrepreneurs, and major brands. He is a frequent speaker and award-winning expert in media and privacy law.

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**Adrian Tisato**

Director

Adrian brings a wealth of experience spanning almost 30 years in the legal profession, in which he has acted as the principal lawyer in a wide array of complex court cases in the Supreme Court, Federal Court and High Court of Australia. He is an experienced brand protection lawyer advising on defamation, intellectual property and passing off matters.

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**Stephen Annicchiarico**

Director

Stephen is the practice leader of the intellectual property and technology practice at WRP Legal. Stephen advises on a broad range of intellectual property and technology matters, including intellectual property commercialisation, brand protection, technology transactions and other related matters, such as trade marks, copyright, confidential information, financial services, privacy, and competition and consumer law.

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**Julia Zisos**

Senior Associate

Julia specialises in the commercial aspects of intellectual property, and also regularly acts in mergers and acquisitions, corporate restructures, shareholder disputes, corporate governance, and business structuring. Julia has worked with a wide variety of clients ranging from ASX-listed companies and high net worth individuals to SMEs and charities.

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