

Victoria Jones

Year of Call: 2003
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Overview

Victoria Jones is an experienced Intellectual Property specialist. She is particularly well-known for her expertise in trade mark and passing off matters in relation to which she has acted for many well-known brands as well as many small and medium size enterprises. Victoria regularly appears before the Chancery Division of the High Court, the IPEC, the UKIPO and the Appointed Person.

Recommendations

Victoria Jones is a talented and experienced barrister who specialises in trade mark and passing-off disputes, on behalf of a premium clientele. Market sources praise her courtroom presence and her expert advice.

"Victoria handled things in a very calm manner. She was able to get her points across in a really engaging and easy way."
"She is the font of all trade mark info and really knows her stuff. Victoria is an excellent role model."
"Victoria is particularly good and technically strong."
Chambers UK 2027/Intellectual Property/London Bar

'Victoria Jones is highly knowledgeable, commercially pragmatic, and fantastic at distilling complex issues, and a really safe pair of hands before the UK IPO.'
Legal 500 2027/Intellectual Property/Leading Juniors/London Bar

"Victoria Jones is really responsive and really commercially switched on. She is cost-effective as well."
"Victoria Jones is a very good trade mark and design rights lawyer. She is an excellent advocate."
"Victoria Jones is fantastic in court. She is very good at putting complex matters into simple terms and using a real-life situation to push on points."
Chambers UK 2026/Intellectual Property/London Bar

`A very safe pair of hands for trade mark advocacy.'
Legal 500 2026/Intellectual Property/Leading Juniors/London Bar

Strengths: "Victoria is easy to work with, down to earth and pragmatic."
"She's methodical and very well prepared."
"Victoria is ever so friendly and a very proactive barrister."
"Victoria is a very impressive advocate and a real go-to junior for intellectual property."
"Victoria always goes the extra mile in her preparation and it really shows in her advocacy."
Chambers UK 2025/Intellectual Property/London Bar

`Victoria is well prepared, responsive, proactive and great to work with. She has a thorough knowledge of trade mark law, is

able to put forward oral arguments clearly and concisely, and thinks quickly on her feet.'
Legal 500 2025/Intellectual Property/Leading Juniors/London Bar

Victoria Jones is a talented and experienced junior who specialises in trade mark and passing-off disputes on behalf of a premium clientele. Market sources praise her courtroom presence and her expert advice.
Strengths: "Victoria Jones is extremely user-friendly and is able to distil quite complex issues into concise, tactical advice." "Victoria Jones is very responsive and understands the client's queries and concerns. She works hard to address them while taking into account the demands of the case at hand."
Chambers UK 2024/Intellectual Property/London Bar
Chambers UK 2024/Intellectual Property/The Regions

'Victoria is a first choice for all contentious trade mark matters, as she has an excellent understanding of IP law and practice and an ability to explain complex issues in plain English. She is a formidable opponent.'
Legal 500 2024/Intellectual Property/Leading Juniors/London Bar

Strengths: "She is user friendly, giving thorough advice with innovative ideas, alongside clear explanations and client friendly recommendations."
"Vicky is a strong advocate. She is prepared and thorough, with excellent delivery. She is user-friendly, giving thorough advice with innovative ideas alongside clear explanations and client-friendly recommendations."
"Victoria is first class and my immediate go-to in all matters related to intellectual property."
"Victoria is prepared to put the work in to create a case that she then argues with clarity and authority. She is a very impressive advocate."
Chambers UK 2023/Intellectual Property/London Bar

'She is incredibly client friendly, and provides advice in a clear and concise manner that lay clients can really understand. Her drafting is also clear and concise; and in court she has an excellent manner with judges and is a clear cross-examiner.'
Legal 500 2023/Intellectual Property/Leading Juniors/London Bar

Victoria Jones is a talented and experienced junior who specialises in trade mark and passing-off disputes on behalf of a premium clientele. Market sources praise her courtroom presence and her expert advice.
Strengths: "Victoria Jones's attention to detail, innovative thinking and commercial approach are second to none." "Victoria puts the work into her cases and it really comes through at hearings."
Chambers UK 2023/Intellectual Property/The Regions Bar/Band 1

Victoria Jones is a talented and experienced junior who specialises in trade mark and passing-off disputes, on behalf of a premium clientele. Market sources praise her courtroom presence and her expert advice.
Strengths: "She is personable and friendly, with an excellent understanding of IP law and practice and an ability to explain complex issues in plain English. She is a formidable opponent." "She is very easy to speak to, very knowledgeable on trade marks and very diligent."
Recent work in the Regions: Represented British Amateur Gymnastics Association in a successful claim for trade mark infringement and passing off as a result of the defendant's use of the sign 'UK Gymnastics'.
Recent work in London: Acted for the claimant in a successful claim for trade mark infringement and passing off as a result of the defendant's use of the sign 'UK Gymnastics'.
Chambers UK 2022/Intellectual Property/The Regions Bar
Chambers UK 2022/Intellectual Property/London Bar

'Victoria is exceptionally knowledgeable, strategically astute, and user friendly.'
Legal 500 2022/Intellectual Property/Leading Juniors/London Bar

Strengths: "She is unfailingly commercial and is very clear and thorough in her advice and drafting." "Vicky is both knowledgeable and personable. She is a pleasure to work with." "She is commercially astute and quick to get to the heart of the issue."
Recent work: Represented Wavescapes as the claimant in IPEC proceedings for trade mark infringement and passing off.
Chambers UK 2021/Intellectual Property/The Regions Bar

'Extremely strong technically, commercial and has excellent attention to detail. She is a first point of call for all complex soft

IP disputes.'
Legal 500 2021/Intellectual Property/Leading Juniors/London

Strengths: "Victoria is my first choice for all contentious trade mark matters. She is personable and friendly, with a formidable understanding of IP law and practice and an ability to explain complex issues in plain English." "She is unfailingly approachable, commercially minded, and her wide experience enables her to always provide added value over and above the specific advice she is being asked to give."
Recent work: Acted for Jaguar Land Rover in a trade mark infringement and passing-off action against Christopher Ward London involving the use of signs which were allegedly identical or similar to its JAGUAR and D-TYPE trade marks.
Chambers UK 2020/Intellectual Property/The Regions (Bar)

'She has particular expertise in trade mark and passing off litigation.'
Legal 500 2020/Intellectual Property/London

"She is extremely easy to work with. She has very good analytical skills and she has a nice, reasoned approach to advocacy." "She is friendly, helpful and generally a delight to work with."
Recent work: Acted for Essex Student Lets in defence of a trade mark infringement and passing-off claim brought by Student Union Lettings in relation to the mark 'SU Lets', involving issues of localised goodwill.
Chambers UK 2019/Intellectual Property The Regions (Bar)

Strengths: "The number-one choice for IP counsel in the West of England. Very bright and a true joy to work with." "Extremely versatile and flexible. Very strong intellect and very personable. Extremely strong advocate."
Chambers UK 2018/Intellectual Property/The Regions (Bar)

'She is an all-round star: user friendly, inspires confidence and offers great tactical input.'
Legal 500 2018/19/Intellectual Property/London

'Enjoys a strong reputation in the field for her broad-based knowledge and significant expertise. Her diverse practice covers areas such as passing off, breach of confidence and trade mark disputes.
Strengths: "Excellent in court with a very friendly manner that puts clients at ease. She has an impressive intellect and an excellent eye for detail." "First-class, she adopts a commercial approach, manages client expectations and is remarkably quick to respond."'
Chambers UK 2017/Intellectual Property /The Regions (Bar)

'She has excellent technical skills and a good client manner.'
Legal 500 2017/Intellectual property/Leading juniors/London Bar

'Particularly strong at trade marks and passing-off cases, and someone with a burgeoning reputation in the growing field of online intellectual property. Acts in Bristol and the South West, and is a leading IP figure in the region.
Strengths: "Very strong intellect and very personable. An extremely strong advocate." "Becoming Bristol's premier IP specialist barrister, providing a very credible alternative to London."'
Chambers UK 2016/Intellectual Property/The Regions (Bar)

'She distils complicated legal issues into easily digestible language.'
Legal 500 2016/Intellectual property/Leading juniors/London Bar

'Bristol-based and quickly establishing a strong following amongst the leading IP solicitors in the South West. She has recently been instructed on a number of significant trade mark and passing-off cases, and is a popular speaker on issues such as online IP.
Expertise: "She is first-rate; she's personable, she gets stuck in, and her knowledge of the law is excellent." "She is very user-friendly and responsive, and clients really like her."'
Chambers UK 2015/Intellectual Property/The Regions (Bar)

'Her technical skills are excellent; she takes complicated issues and explains them succinctly and clearly to lay clients.'
Legal 500 2015/Intellectual property/Leading juniors/London Bar

'Victoria Jones is highlighted for her specialisation in trademark, passing off and online enforcement matters and for the commercial and pragmatic way in which she approaches complex cases.'
World Trademark Review 1000 2019/Junior Counsel, intellectual property

'At 3PB, Victoria Jones focuses on trademark and passing-off cases. She garners plaudits for her down-to-earth style and practical approach.'
World Trademark Review 1000 2018/Junior Counsel, intellectual property

'Victoria Jones of 3PB Barristers is appreciated by solicitors for her "deft handling of difficult lay clients", and is hailed as "personable and pragmatic""
World Trademark Review 1000 2017/Junior Counsel, intellectual property

'Victoria Jones of 3PB has a great reputation on trademark and passing off matters'
World Trademark Review 1000 2016/intellectual property

Academic qualifications

- LLB (Hons) (Law with French)
- Post Graduate Diploma in Commercial IP

Scholarships

- Hardwicke Entrance Award (Lincoln's Inn)
- Ethram Scholar (2003)

Professional bodies

- Chancery Bar Association
- IP Bar Association

Expertise

Intellectual property

"She is unfailingly commercial and is very clear and thorough in her advice and drafting."
"Vicky is both knowledgeable and personable. She is a pleasure to work with."
"She is commercially astute and quick to get to the heart of the issue."
Chambers UK : Intellectual Property – The Regions (Bar) – Band 1

Victoria Jones is an experienced Intellectual Property specialist. Having began her career as a pupil at Hogarth Chambers in 2003, she worked there until moving to Media, Technology and IP law firm Wiggin LLP in 2007 where she worked until joining 3PB in 2009. Since then she has built up a busy practice with an extensive client base. This has since resulted in the development of a group of IP specialists within chambers, of which she is now the group head.

Victoria is particularly well-known for her expertise in trade mark and passing off matters and regularly appears before the Chancery Division of the High Court, the IPEC, the UKIPO and the Appointed Person. She has been listed as one of the most instructed counsel before the UKIPO.

Victoria's expertise is such that she is now regularly instructed by leading, world-famous brands who are looking for expert advice in relation to their trade mark portfolios and for representation in cases which involve niche, discreet and sometimes novel areas of trade mark law. She also acts for small and medium size enterprises and regularly acts for clients in IPEC proceedings. Victoria works closely with those instructing her and is known for her commercial approach and for giving clear and practical advice as well as having an eye for detail in all of her cases.

Recent cases

- Funko LLC v Nickey Gower, 'POP DIGITAL' O/1194/25
- Google LLC v Shorts International Ltd, 'SHORTIE' O/0738/25
- Tesla, Inc. v Amanj Ali, 'TESLA CHICKEN & PIZZA' O/1115/23
- Future (Awards and Qualifications) Limited v Qualsafe Limited, 'CERAD' O/0908/23
- Hayman-Joyce Property Ltd v Hayman-Joyce Broadway LLP [2023] EWHC 1028 (IPEC)
- Victoria's Secret Stores Brand Management LLC v Ace Global Trading Ltd [2022] 11 WLUK 288
- Chanel v Aya Design Group Limited BL O/887/22
- Genius Brands International Inc v Guide Association [2022] 3 WLUK 820
- Luen Fat Metal & Plastic Manufactory Co. Ltd v Funko UK Ltd [2022] EWHC 951 (IPEC)
- Oovee Ltd v Saber Interactive Inc BL O/327/22
- Ghamkol Sharif UK v Dar Ul Uloom Islamia Rizwia (Bralawai) O-556-22
- UK Gymnastics Ltd v British Amateur Gymnastics Association [2021] EWCA Civ 425

Speaking

Along with her colleagues, Victoria will be speaking at the CITMA roadshow group of seminars in 2026.

Articles

The protection of shapes in 2020: Trade Marks, Copyright & IPR Cumulation - Victoria Jones considers the following cases:

On trade marks

- Freixenet SA v OHIM C-344/10 and C-345/10 [2011] ECR I-10205 on Inherent Distinctiveness
- Windsurfing Chiemsee Produktions v Boots C-108/97 and C-109/97 on Acquired distinctiveness
- The London Taxi Corporation Ltd v Frazer-Nash Research Ltd & Anr [2017] EWCA Civ 1729
- Jaguar Land Rover Limited v Ineos Industries Holdings Limited [2020] EWHC 2130 (Ch)
- Gömböc: C-237/19

On copyright
- Cofemel v G-Star Raw CV C-683/17
- Brompton Bicycle Ltd v Chedech/Get2Get C-833/18
- Response Clothing v Edinburgh Woollen Mill Limited [2020] EWHC 148 (IPEC)

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