

Faizul Azman

Year of Call: 2018
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Overview

Faizul Azman is an intellectual Property barrister, ranked as a Leading Junior by Chambers UK and as a Rising Star by The Legal 500. His practice covers a wide range of matters including trade marks, passing off, copyright, designs and confidential information. He appears in the IPEC, and before the UKIPO and Appointed Person, and has acted in proceedings before the EUIPO Boards of Appeal and the General Court. He also advises and acts in international arbitration where IP and commercial disputes arise under cross-border agreements, including under the LCIA rules.

Recent clients include Sky, Enterprise Holdings, Norwich City Football Club, Britvic, London Advertising, and Odd Muse, together with SMEs and individuals who instruct him directly. He has particular experience in the sports, broadcasting, food and drink, and fashion sectors.

Before coming to the Bar, Faizul was a Senior Policy Advisor at the UKIPO, where he represented the UK at WIPO, negotiated EU legislative texts and worked on the implementation of the Marrakesh Treaty. Faizul also led on contentious immigration and asylum policy and later served as Assistant Director for Northern Ireland and EU Exit Strategy in the Home Office. Faizul's government background, weighing legal merits against political and media consequences, means he identifies the reputational risks that purely legal advice misses. He combines clear advice and commercial strategy with robust advocacy, and clients instruct him to win the dispute without losing the wider argument.

Recommendations

Faizul Azman has an IP practice that is significantly enriched by his previous experience in the UKIPO and Home Office. He is well placed to advise on trade mark, copyright and passing off matters, and has notable experience representing prominent names in the sports, broadcasting, and food and drink sectors in cases before IPEC.

"Faizul goes above and beyond what would generally be expected. His client service and communication are excellent, together with his impeccable drafting skills."
"Faizul is extremely personable and thoroughly enjoyable to work with. He is strong on paper and on his feet, and is very tenacious in advocacy. He has a talent for cutting straight to the heart of a case."
"Faizul is very on the ball, very bright and charming to deal with. He is someone who will do well."
Chambers UK 2027/Intellectual Property/London Bar/Leading Junior

"Faizul Azman is an excellent barrister who is user-friendly in terms of his advice and approach. He is great with clients, and his drafting is excellent."
"Faizul Azman is fantastic. He has real in-depth knowledge of the law and provides really high-quality service. His manner is super approachable."
Chambers UK 2026/Intellectual Property/London Bar/Leading Junior

'Faizul is very personable and able to convey complex legal principles and strategy to the client with ease.'
Legal 500 2026/Intellectual property/Rising stars/London Bar

Faizul Azman - 3PB 'Faizul is an extremely robust individual with a mind for clear and concise advice. He has a particular eye for niche details, thinks outside the box, and is extremely commercially minded.
Legal 500 2025/Intellectual property/Rising stars/London Bar

"Faizul's advice was clear, on-point and focussed on what our client needed to do and he gave our client clear options as to the next steps our client could take. The advice Faizul gave was indeed relevant to the client's own situation and what he wanted to achieve. We would be pleased to instruct Faizul in the future in relation to any internet domain/IP matter..." **Solicitor**

"Faizul did a great job" **Solicitor**

"Notwithstanding the result, my clients were very impressed with Mr Azman" **Solicitor**

"... As soon as we spoke, I realised I was in exactly the right hands. You did a great job putting me at ease even with the tech issues I was having. You must have been told before that you have a great bedside manner. Thank you so much for getting me over the final hurdle with such a great result... If the opportunity to recommend you ever comes my way I most definitely will" **Lay Client**

"... my experience of instructing Faizul has been very positive, and I did seek to instruct him again, though he was unavailable on this occasion... I look forward to instructing him again" **Solicitor**

Academic qualifications

- LLB (Hons) Law Accelerated Route – 2:1
- BPTC (The University of Law, London) – Very Competent

Scholarships

- The Duke and Duchess of Cambridge Scholarship, Major Award, Middle Temple

Professional bodies

- IP Bar Association
- Chancery Bar Association
- IPSoc
- IP Pro Bono
- Advocate
- CITMA

Direct Access

Faizul Azman is qualified to accept instructions directly from members of the public and professional clients under the Direct Access scheme.

Expertise

Intellectual property

Faizul Azman accepts instructions in all areas of Intellectual Property.

Examples of recent work include:

- **London Advertising Limited** v Mandarin Oriental (UK) Ltd – For interference with rights to the 'fan' campaign materials and unpaid advertising services.
- Makeality v **City Doggo** – (IPEC Small Claims trial) for trade mark infringement/passing off and de minimis use of the name 'Piddle Patch' for dog toilets.
- Grace Colquhoun v **Odd Muse** (IPEC) – For alleged unregistered design infringement.
- White Fox Boutique Limited v **J5 Holland Ltd** (IPEC) – For alleged advertising/offering sale of counterfeit goods in the name of the 'White Fox' brand.
- **Norwich City Football Club Plc** v Spirits Wholesale Ltd (IPEC) – for trade mark infringement/passing off relating to 'Norwich City Lemon Gin' and the club's 'get-up'.
- **Britvic Soft Drinks Limited** v Blue Ice Machines Limited (IPEC) – for trade mark infringement/passing off relating to 'Ice Blast / Tango Ice Blast'.
- **Re: Sky Limited** (IPEC) – several copyright infringement claims relating to illicit internet protocol television streaming services.
- **Re: Enterprise Holdings** (EUIPO Boards of Appeal and General Court) – several appeals relating to the registered and non-registered Enterprise car marks.
- **NRJ Group Société Anonyme de Droit Français** v Gard Carry Gaming Inc (Appointed Person) – led by Victoria Jones in an appeal relating to 'NRG'.
- Shenzhen TCL New Technology Co Ltd v **Seeley International Ltd** (Appointed Person) – Opposition appeal relating to 'BreezIN'.
- **Mirza Video Entertainment Limited** v Karman Entertainment Limited – application to transfer from the Intellectual Property List to the IPEC.

Examples of recent advisory work includes:

Online Infringement and Brand Protection

- Trade mark infringement through Google Ads and the use of protected terms as keywords.
- Lookalike websites and online passing off.
- Copyright infringement on social media and through unauthorised hyperlinking.

Ownership of IP

- Copyright ownership disputes between companies and their directors, employees, contractors and, in the university context, students.
- Ownership of designs created in the course of employment or under consultancy agreements.
- Restoration of a dissolved company to recover its interests in domain names and proprietary source code, and the protection of goodwill following dissolution or liquidation.

Licences, Assignments and Commercial Agreements

- The scope, revocation and termination of copyright licences.
- Jurisdictional and evidential issues in cross-border copyright assignments.
- The rights of film directors where works have been assigned under settlement agreements.
- Breach of contractual obligations following the sale of database rights.

Designs

- UK and Community unregistered design rights in the fashion industry.
- UK unregistered design rights in motors.

Procedure and Costs

- Challenging UKIPO preliminary views on the admission of evidence in trade mark proceedings.
- Costs recovery following a successful judgment of the General Court.
- Judicial Review in UKIPO proceedings.

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Articles

This article discusses Parabolica Ltd v Tesla, Inc (BL O/0875/26, 26 September 2026), in which Phillip Johnson, sitting as the Appointed Person, addressed the question left open in Enerjo (O/1191/25). He held that the dissolution of a company renders an appeal irregular rather than a nullity; that no valid procedural steps can be taken in the name of a dissolved company; and that the tribunal's inherent power to regulate its own procedure permits it to dismiss an appeal where no one steps into the appellant's shoes to pursue it.

View Article

3PB Intellectual Property barrister Faizul Azman provides an insightful article which aims to provide both employers and employees with a general understanding of intellectual property rights in a copyright work created in the course of employment.

View Article