

Creating Global Solutions

AusBiotech2010
AUSTRALIA'S BIOTECHNOLOGY CONFERENCE

**National
Conference**

19 to 22 October 2010
Melbourne Convention and Exhibition Centre
www.ausbiotech2010.com.au

**Victoria
AUSTRALIA**

BioNet™
Asia Pacific

AUSBIOTECH 2010 NATIONAL CONFERENCE SPEAKERS' PROFILE

Amanda Jones
Principal
Watermark Patent & Trademark Attorneys

Amanda Jones is a Registered Patent and Trade Marks Attorney and has been a Principal of Watermark Patent & Trade Mark Attorneys since 2004. Amanda has a technical background in medical technology including molecular biology, haematology and biochemistry and has worked in diagnostic and research settings within the health and medical sector.

Amanda's clients are predominantly in the healthcare, pharmaceutical, nutraceutical and food industries. She assists these clients in managing their intellectual assets including filing and prosecution of patent applications, competitor watching and analysis, advising on freedom to operate and enforcement of rights. Amanda also advises clients on trade mark and brand protection and manages a number of large trade mark portfolios for local and overseas companies. She also provides regular training to clients on aspects of intellectual asset management including strategic patent searching.

Amanda works with a number of Australian companies who develop and manufacture functional foods and enjoys the challenge of assisting them in managing their intellectual assets to get value from them.

