
Greg Adey

Call 2019



Scope of Practice

• Intellectual Property • Commercial Litigation • Competition and EU Law • Pension Schemes • Pharmaceutical Industry • Accounting and Auditing

Overview

Greg specialises in competition law and all aspects of intellectual property law, encompassing both contentious and non-contentious matters. Prior to coming to the Bar, Greg was an Assistant Manager in the Pensions Actuarial department at KPMG LLP.

Greg's current instructions include:

- **Charles Maxwell Arthur v Alphabet Inc. and Others** – acting for the proposed class representative in proposed opt-out collective proceedings before the Competition Appeal Tribunal (with Gerry Facenna KC, Nikolaus Grubeck and Alison Berridge).
- **Blackfridge SC Limited v Tether Operations Limited** – acting for the Defendant in trade mark infringement proceedings before the Intellectual Property Enterprise Court relating to stablecoin crypto assets (led by Philip Roberts KC).
- **Cabo Concepts Limited v MGA** – acting for the Claimant in a claim involving alleged infringements of competition law and unjustified threats of patent infringement (with Ronit Kreisberger KC, Stefan Kuppen and Alfred Artley).
- **Merchant Interchange Fee Umbrella Proceedings** – acting for Ocado Holdings Limited in the ongoing interchange fee litigation against Mastercard and Visa before the Competition Appeal Tribunal (with Derek Spitz).
- **Dr Liza Lovdahl Gormsen v Meta Platforms, Inc. and Others** – acting for the proposed class representative in proposed opt-out collective proceedings before the Competition Appeal Tribunal.

In addition to working as part of a counsel team, Greg has appeared unled in the High Court and the UK Intellectual Property Office.

Examples of Recent Cases

Intellectual Property

- **Blackfridge SC Limited v Tether Operations Limited**
Acting for the Defendant in trade mark infringement proceedings before the Intellectual Property Enterprise Court relating to stablecoin crypto assets (led by Philip Roberts KC).
- **Cabo Concepts Limited v MGA Entertainment (UK) Limited and Another**
Acting for the Claimant in a claim involving allegations of unjustified threats of patent infringement.
- **Genius Sports Technologies Ltd and Others v Soft Construct (Malta) Ltd and Others**
Acted for the Defendants in a dispute between competitors in the market for live match sports data involving a claim for infringement of database rights and defences under competition law.
- **Sky's Trade Mark; SkyKick's Application for a Declaration of Invalidity**
Instructed in relation to trade mark cancellation proceedings before the EU Intellectual Property Office concerning allegations of bad faith due to repeat filings.
- **Safe-T-Systems Holdings Limited and Another v ILR Safety CC**
Acted for the Claimants in a dispute concerning a claim for breach of an agreement made to settle previous proceedings which had involved claims of trade mark infringement, passing off, copyright infringement, malicious falsehood and breach of contract.
- **Ex parte hearings before the UK Intellectual Property Office**
Acted for the applicants in two separate ex parte hearings before the UK Intellectual Property Office, successfully arguing in both cases that the Hearing Officer should waive the Registry's preliminary objections under sections 3(1)(b) and (c) of the Trade Marks Act 1994 in their entirety.
- **H/2 Capital Partners Trade Mark**
Acted in relation to various trade mark cancellation and opposition proceedings before the EU Intellectual Property Office involving relative grounds objections and issues of revocation on grounds of non-use.
- **Sky Ltd (formerly Sky Plc) v SkyKick UK Ltd [2021] EWCA Civ 1121**
Assisted Geoffrey Hobbs KC and Philip Roberts KC (during pupillage) with an appeal in trade mark infringement proceedings involving a judgment of the CJEU on a preliminary reference and issues of infringement, passing off and invalidity on grounds of bad faith.
- **Philip Warren & Son Ltd v Lidl Great Britain Ltd [2021] EWHC 1097 (Ch)**
Assisted Andrew Lomas (during pupillage) with a passing off claim brought by a family butcher against the Lidl supermarket chain.
- **Puma SE v Nike Innovate CV [2021] EWHC 1438 (Ch)**
Assisted Emma Himsworth KC and Guy Hollingworth (during pupillage) with an appeal to the High Court

against a decision of the UK Intellectual Property Office in trade mark opposition proceedings.

Competition

- **Charles Maxwell Arthur v Alphabet Inc. and Others**
Acting for the proposed class representative in proposed opt-out collective proceedings before the Competition Appeal Tribunal (with Gerry Facenna KC, Nikolaus Grubeck and Alison Berridge)
- **Merchant Interchange Fee Umbrella Proceedings**
Acting for Ocado Holdings Limited in the ongoing interchange fee litigation against Mastercard and Visa before the Competition Appeal Tribunal (with Derek Spitz).
- **Cabo Concepts Limited v MGA Entertainment (UK) Limited and Another**
Acting for the Claimant in a claim involving alleged infringements of competition law and unjustified threats of patent infringement (with Ronit Kreisberger KC, Stefan Kuppen and Alfred Artley).
- **Dr Liza Lovdahl Gormsen v Meta Platforms, Inc. and Others**
Acting for the proposed class representative in proposed opt-out collective proceedings before the Competition Appeal Tribunal.
- **Genius Sports Technologies Ltd and Others v Soft Construct (Malta) Ltd and Others**
Acted for the Defendants in a dispute between competitors in the market for live match sports data involving defences under competition law.

What the Directories Say

"Greg is responsive with strong written work and very analytical attention to detail." (Competition, Chambers & Partners, 2025)

'Greg really is a star junior. He has it all – razor sharp intellect, wonderful judgment, unflappable, and extremely collegiate. He also has a real maturity that many juniors often lack. He should be ranked much higher!' (Competition, Legal 500, 2025)

Education

- University of Law, Bar Professional Training Course LLM (Outstanding) [2018-2019]
- University of Law, Graduate Diploma in Law (Distinction) [2017-2018]
- University of Birmingham, BSc Mathematics (First Class, ranked 1st in year) [2010-2013]

Academic Achievements

- Best Overall BPTC Student Award, University of Law Birmingham [2019]
 - Highest Mark in Oral Skills (Advocacy) Award, University of Law Birmingham [2019]
 - Highest Mark in Criminal Litigation Award, University of Law Birmingham [2019]
 - Lord Denning Major BPTC Scholarship, Lincoln's Inn [2018]
 - Lord Brougham GDL Scholarship, Lincoln's Inn [2017]
 - Austin Prize for distinction in Pure Mathematics, University of Birmingham [2013]
 - Science Prize, University of Birmingham [2013]
 - Calderwood Prize for distinction in algebra at the end of the first year, University of Birmingham [2010]
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Previous Employment

- KPMG LLP (Assistant Manager, Pensions Actuarial) [2016-2018; 2019-2020]
 - Willis Towers Watson (Actuarial Consultant, Retirement) [2016]
 - KPMG LLP (Actuarial Trainee, Pensions Actuarial) [2013-2015]
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Awards



Contact Clerks



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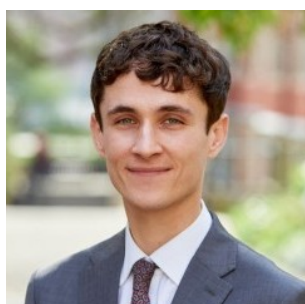


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