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Greg Adey

Call 2019

Scope of Practice

• Arbitration • Commercial Litigation • Competition and EU Law • Intellectual Property • Pharmaceutical Industry

Overview

Regularly appearing as sole counsel or as part of a team in the UKIPO, CAT, High Court and in arbitration, Greg specialises in competition law, all aspects of intellectual property law, encompassing both contentious and non-contentious matters, and technology and pharmaceutical industry disputes. Greg is ranked as a 'Rising Star' by Legal 500 and as 'Up and Coming' by Chambers and Partners in competition law.

Greg's current and recent instructions include:

- **LCIA arbitration** - acting in a dispute over the interpretation of payment provisions in a contract granting a licence over patented rights in an invention in the field of biochemistry (led by Laurence Emmett KC)
- **Ad Tech Collective Action LLP v Alphabet Inc** – acting for the class representative in opt-out collective proceedings before the Competition Appeal Tribunal alleging that Google has abused its dominant position in online advertising markets to the detriment of online publishers (led by Robert O'Donoghue KC and Gerry Facenna KC).
- **Utilita Energy Ltd v PayPoint Plc** – acted for Utilita in a claim for damages before the Competition Appeal Tribunal alleging that PayPoint had abused its dominant position in the market for the provision of over-the-counter pre-payment services to energy suppliers (led by Derek Spitz).
- **DKH Retail Ltd v City Football Group Ltd** – acted for Superdry in trade mark infringement proceedings against Manchester City Football Club relating to branding appearing on Premier League football training kit (led by Philip Roberts KC).
- **Cabo Concepts Ltd v MGA Entertainment (UK) Ltd** – acted for the Claimant in a claim involving alleged infringements of competition law and unjustified threats of patent infringement, and a defence based on passing off (led by Ronit Kreisberger KC and Mark Chacksfield KC).
- **Dr Liza Lovdahl Gormsen v Meta Platforms Inc** – acted for the class representative in opt-out collective proceedings before the Competition Appeal Tribunal alleging that Meta has abused its dominant position in the market for personal social networking services to the detriment of users (led by Robert O'Donoghue KC and Ronit Kreisberger KC).
- **Blackfridge SC Ltd v Tether Operations Ltd** – acted for the Defendant in trade mark infringement proceedings before the Intellectual Property Enterprise Court relating to stablecoin crypto assets (led by Philip Roberts KC).

Examples of Recent Cases

Competition

- **Ad Tech Collective Action LLP v Alphabet Inc.**
  Acting for the class representative in opt-out collective proceedings before the Competition Appeal Tribunal alleging that Google has abused its dominant position in online advertising markets to the detriment of online publishers (led by Robert O'Donoghue KC and Gerry Facenna KC).
- **Utilita Energy Ltd v PayPoint Plc**
  Acted for Utilita in a claim for damages before the Competition Appeal Tribunal alleging that PayPoint had abused its dominant position in the market for the provision of over-the-counter pre-payment services to energy suppliers (led by Derek Spitz).
- **Cabo Concepts Ltd v MGA Entertainment (UK) Ltd**
  Acted for the Claimant in a claim involving alleged infringements of competition law and unjustified threats of patent infringement, and a defence based on passing off (led by Ronit Kreisberger KC and Mark Chacksfield KC).
- **Dr Liza Lovdahl Gormsen v Meta Platforms, Inc.**
  Acted for the class representative in opt-out collective proceedings before the Competition Appeal Tribunal alleging that Meta has abused its dominant position in the market for personal social networking services (led by Robert O'Donoghue KC and Ronit Kreisberger KC).
- **Merchant Interchange Fee Umbrella Proceedings**
  Acted for Ocado Holdings Ltd in the interchange fee litigation against Mastercard and Visa before the Competition Appeal Tribunal (led by Derek Spitz).
- **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 (led by Philip Roberts KC and Aidan Robertson KC).

Intellectual Property

- **DKH Retail Ltd v City Football Group Ltd**
  Acted for Superdry in trade mark infringement proceedings against Manchester City Football Club relating to branding appearing on Premier League football training kit (led by Philip Roberts KC).
- **Cabo Concepts Ltd v MGA Entertainment (UK) Ltd**
  Acted for the Claimant in a claim involving alleged infringements of competition law and unjustified threats of patent infringement, and a defence based on passing off (led by Ronit Kreisberger KC and Mark Chacksfield KC).
- **Blackfridge SC Ltd v Tether Operations Ltd**
  Acted for the Defendant in trade mark infringement proceedings before the Intellectual Property Enterprise Court relating to stablecoin crypto assets (led by Philip Roberts KC).
- **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 (led by Philip Roberts KC and Aidan Robertson KC).
- **Sky's Trade Mark; SkyKick's Application for a Declaration of Invalidity**
  Acted for Sky in relation to trade mark cancellation proceedings before the EU Intellectual Property Office concerning allegations of bad faith due to repeat filings (led by Philip Roberts KC).
- **Safe-T-Systems Holdings Ltd and Another v ILR Safety CC**
  Acted (unled) 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 (unled) 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 (led by Emma Himsworth KC).
- **Sky Ltd (formerly Sky Plc) v SkyKick UK Ltd**
  Assisted Geoffrey Hobbs KC and Philip Roberts KC (during pupillage) with an appeal to the Court of 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**
  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**
  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.

Pharmaceutical Industry and Life Sciences

- **LCIA arbitration**
  Acting (junior to Laurence Emmett KC) in a dispute over the interpretation of payment provisions in a contract granting a licence over patented rights in an invention in the field of biochemistry.
- **Scipharm v Moorfields Eye Hospital**
  Assisting Andrew Lomas for the Defendant NHS Trust in a long running and hard fought claim alleging breach of a pharmaceutical development agreement.

What the Directories Say

"He is really at home in the technical space. He's very bright and confident in putting his point of view across. He is quickly and quietly gaining a strong reputation in the competition area." (Competition, Chambers & Partners 2026)

"He's really excellent and very hard-working. He is extremely clever, he has an economics background and he drafts really beautifully." (Competition, Chambers & Partners 2026)

"He's super impressive. He's clever but combines it with good sense. He is a practical thinker." (Competition, Chambers & Partners 2026)

"He has a fine grasp of numbers and has fine judgement so can handle complex data. A great numbers guy and a good economist. Give him a spreadsheet and he is away!" (Competition, Chambers & Partners 2026)

"Greg has an IP background but is establishing himself as go-to lawyer in the competition space." (Competition, Chambers & Partners 2026)

"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)

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

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]

Awards

Chambers TOP RANKED UK Bar 2026 One Essex Court

RISING STAR Legal500 UNITED KINGDOM 2026

Contact Clerks

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