



LIA YOUNG, Trademark Attorney, Caterpillar, UK

Lia Young manages the trademark portfolio of Caterpillar Inc. for Europe, CIS and the Middle East. She is also responsible for the global management of trademarks for Caterpillar's European based subsidiary brands including Perkins, MWM and MAK. Lia is an English qualified solicitor, prior to establishing the first in region European based trademark function for Caterpillar in 2012 in the UK, since 2007 she worked within Caterpillar's UK in-house commercial legal division. Between 1996 and 2007 Lia worked for Caterpillar's engine manufacturing subsidiary Perkins, where she held media, communications and marketing positions, she is also a qualified and chartered CIM Marketer. Lia says her current position is ideal because it allows her to blend her 18 years business experience, marketing background and legal knowledge in her present role. She lives in Lincolnshire, England with her husband and their two daughters.