

# UK INTELLECTUAL PROPERTY



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LEGAL COUNSEL

GOES BEYOND LEGAL.

*It's not enough to solve legal challenges. The best legal counsel acts as an advocate for your entire business. At Edwards Wildman, that's what we do.*

We understand the extraordinary impact legal or regulatory hurdles can have on your business. That's why we work to guide you through them, in a way that advances you to your business goals. That's business-minded legal counsel at its best.

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## OUR INTELLECTUAL PROPERTY PRACTICE IN THE UK

Understanding our client's business enables us to provide commercially sound advice which is carefully tailored to their individual requirements. We work closely with clients to develop creative strategies in order to navigate international laws and regulations to secure and exploit their IP rights. With a wide scope of specialities within the world of IP, it is very much a case of the work prescribes the team.

Clients seek our advice on the full range of their IP needs in the European Union and, when necessary, our international offices provide their IP knowledge. It is through our hands-on approach and close working relationships that we ensure high quality service that meets the needs of our clients whilst striving to go the extra mile and add value wherever possible.

### TRADE MARKS

Led by John Olsen, a Partner with over 30 years' experience in intellectual property law, the trade mark team advises clients on selection, acquisition, exploitation and enforcement of trade marks, brands and designs throughout the European Union and worldwide.

Your global brand protection needs are carefully looked after, managed and maintained through our bespoke advice, creative protection strategies and responsive cost-efficient enforcement actions.

We advise individuals through to multi-national companies which includes some of the world's most well-known brands. Specifically, our trade mark services include:

- Bespoke trade mark searches carried out worldwide
- Trade mark applications and filings throughout Europe
- Enforcement action including oppositions
- Auditing of brand portfolios and trade mark portfolio management carried out worldwide
- Counselling in renewal strategies and executing trade mark renewals
- Renewal of existing registrations
- Establishment, management and maintenance of anti-counterfeiting programmes throughout the European Union.

### PATENTS

Our European patent and designs practice provides professional advice and services to clients in Europe and the

US, from universities and spin-out companies to multinationals. Our global perspective allows clients to identify key strategic markets where protection will be most effective to implement an international patenting strategy.

Innovation inspires us. Our technical strength and legal knowledge combined with understanding business objectives enables us to maximise the value of our clients' innovations. Our technical experience includes life sciences, chemistry, mechanical engineering, physical sciences and electronics.

Our patent attorneys are qualified to act before the UK Intellectual Property Office, the European Patent Office and the International Bureau of the World Intellectual Property Organisation. As such, they are able to provide services that include:

- Drafting and prosecuting patent applications
- Initiating and managing worldwide filing programmes
- Preparing, filing and presenting Oppositions and Appeals before the European Patent Office
- Attending hearings before the UK Intellectual Property Office and the European Patent Office
- Due diligence work in accordance with the requirements of individual clients
- Providing opinions in relation to validity and infringement of patents
- Portfolio management
- Patent strategy management
- Dual European and US patent advice with unrivalled access to a team of patent specialists in the US
- Designs.

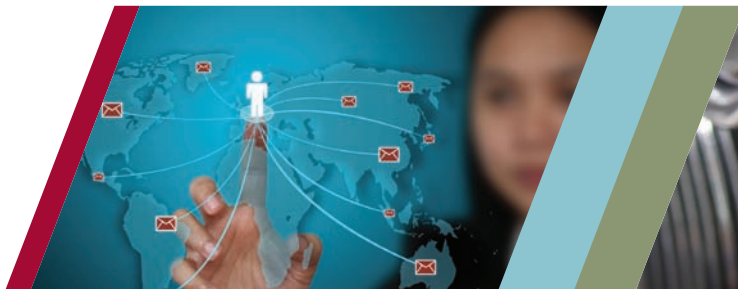
### DOMAIN NAMES

The Internet is the nucleus of business. We provide a full service offering and deliver strategic advice to maximise the potential of our clients' on-line assets and brand management. Our Cultivate IP™ practice incorporates:

- Registration, transfer and management of domain names
- Internet monitoring including unauthorised use of logos and marks, sale of counterfeit goods, infringing domain registrations, cybersquatting and typosquatting
- Considerable experience with the Uniform Domain-Name Dispute-Resolution Policy (UDRP) as a cost-effective and efficient action against infringing domain registrations.



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## IP COMMERCIALISATION

Many businesses see IP merely as a way of defending their creative innovations from attack by others, or as a weapon to stop infringers. This approach undervalues the enormous revenue-generating potential of IP. Our IP commercialisation team helps businesses in the realisation of that potential. Skilful deployment can bring in sources of additional revenue, enable a business to raise finance or advance its strategy, and contribute massively to asset value on exit. Clients look to us for strategic advice with structuring and negotiating deals. We work to understand their objectives so we can provide the creative, cutting edge and pragmatic IP insight that helps clients succeed.

Edwards Wildman's IP commercialisation team provides advice and agreements across a spectrum of commercial transactions involving IP, including:

- Purchase, sale and assignment of IP assets
- In-licensing and out-licensing of core and non-core technology
- Research services and clinical trials
- R&D collaborations, product development and joint ventures
- Brand licensing, merchandising, sponsorship and advertising
- Content licensing
- Entertainment contracts
- Use of IP to create security interests
- Manufacturing, supply and commercialization

- Franchising
- Due diligence and corporate support
- Website terms and conditions and e-commerce
- Software licensing, development, maintenance and support
- Confidentiality and non-disclosure agreements
- IP aspects of employment or consultancy agreements.

## IP LITIGATION

Our IP Litigation team focusses on resolving intellectual property and technology disputes for our clients in the most efficient way possible. Members of our team have acted in High Court litigation, before the Court of Justice of the European Union and in numerous arbitrations (including ICC, LCIA and AAA arbitrations) in a broad array of disputes ranging from complex patent litigation to online trade mark infringement. We recognise that, increasingly, many IP disputes play out globally and will always keep in mind how our work fits into the broader strategic aims of our clients. Above all, we pride ourselves in managing even the most significant litigation with common sense and with the overriding aim of helping achieve commercial goals.

## IT

We advise companies and entities that invest in, develop, manufacture and sell products and services involving

information technology (IT), telecommunications and the Internet. These technology businesses share many challenges, including global expansion and competition, protecting critical intellectual property, solving human resource issues caused by rapid growth, responding to changes in the marketplace and regulatory environment, and raising capital to fuel expansion.

Our firm is known for its first class contentious and non-contentious expertise across the full range of IT transactions, including software licensing, software development, systems procurement and integration, managed services, open source, outsourcing and cloud sourcing (IaaS, PaaS and SaaS). In addition, we have specific corporate and competition law expertise in the IT sector.

The IT and telecommunications sector is faced with constant change as products and services are becoming increasingly converged. This requires us to stay ahead in our knowledge of legal and technological changes in order to understand, and to help our clients proactively address them. We stay attuned to legal developments concerning the changes and the dramatically growing trend toward business outsourcing of data storage, data management, and IT services. In addition, we advise data controllers, data processors and data exporters and importers on privacy, data protection and information security matters. We are well positioned to advise on the evolving legal and regulatory issues relating to data breach notification regime and the impending changes to the European data protection framework.



## INTERNATIONAL REACH

With worldwide offices and infrastructure, Edwards Wildman's IP practice commits to delivering outstanding value internationally.

### UNITED STATES

Our US offices cover the full spectrum of IP services within a close collegiate network that enables our lawyers in the UK to call on expertise from across the US and beyond, whenever our clients' needs require.

### HONG KONG/CHINA

Edwards Wildman is associated with the Hong Kong law firm, Lister Lo Lui & Choy. This collaboration provides a direct advantage to our clients as it allows them to benefit from the extensive local knowledge, on-the-ground experience, and expertise in intellectual property law. We know the opportunities and challenges of doing business in Hong Kong, China and South-East Asia.

### JAPAN

Our office in Tokyo, supported by lawyers from across the firm who are fluent in Japanese, advises our international and Japanese clients in litigation, patent and trademark prosecution, legal opinions and transactional work. We have the local knowledge to operate in this highly important market and an increasing range of capabilities.

### TRUSTED RELATIONSHIPS

We have established relationships with trusted local counsel in over 200 jurisdictions. Having sought out firms who share our goals and our highest standards of client care, we can combine cost effective local advice across the globe with Edwards Wildman's commitment to excellence.

# contact

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