

# Intellectual Property, Trade Marks and Designs

Walker Morris is one of the few firms in the UK that can genuinely offer the complete intellectual property law service. Our lawyers include both solicitors and UK/European trade mark and design attorneys. Comprising of six dedicated IP specialists, the team is one of the largest in the UK. Our lawyers have worked in-house for the likes of Marks & Spencer and for Trading Standards, as well as in private practice, which makes us uniquely placed to understand your commercial needs.

We recognise the vital importance of your IP and support you with the development, marketing and protection of these crucial assets. Our expertise spans the whole spectrum of IP law from licensing deals, commercial partnerships, social media advice, enforcement, brand protection and exploitation; through to trade mark and domain name registration and portfolio management.

In short, we provide our clients with a “one stop shop” for all IP matters. We help our clients develop, protect and exploit their ideas/brands and offer a wide variety of services relating to IP, covering advice regarding patents, trade marks, copyright, design and domain name creation, management, enforcement and exploitation. We can provide strategic advice, assistance with planning and budgeting, brand evaluation, trade mark clearance and filing, representation relating to contentious trade mark and design matters, competitor analysis, IP intelligence, advice concerning licensing, IP audits and other services.

*“They are my one stop shop. When I ask for advice they are able to give it to me.”* Intercontinental Brands Ltd

## HOW WE CAN HELP

### Worldwide anti infringement campaigns

We are your first port of call in defending or prosecuting infringement proceedings. We have initiated and then managed global anti counterfeiting campaigns for a number of leading brands. This involves liaison with investigators, Customs and other enforcement officers as well as with foreign attorneys.

*“We trust the IP team to assist with the full ambit of brand protection and enforcement for the UGG® brand when dealing with infringing products. They understand the need for swift and firm action to protect our iconic brand and products.”* – Deckers Brands

### Project managing complex transactions/supporting business growth

We advise various companies on global branding, IP audits, trade mark/designs portfolio clearance and licensing issues. Using our close relationships with “Best Friend” law firms throughout the world, we sort out the legal issues, cost effectively and without fuss. This allows you to concentrate on developing and growing your businesses.

*“The Walker Morris IP team not only provide great advice but their straightforward approach to project implementation from start to finish makes it a complete package.”* – Adler and Allan Ltd



### Providing a flexible service tailored to you

We pride ourselves in putting you at the centre of everything we do. We will happily tailor our service to meet your needs. This might involve an informal bouncing around of potential issues, giving a second opinion, training your own in-house team to better support management on IP protection issues, horizon scanning or providing legal updates. In respect of the latter, our monthly “Intellectual Property Matters” newsletter is read by businesses, lawyers and in-house counsel across the world and has a global following. It is one of the most downloaded in the UK (source: The Lawyer).

*“The Walker Morris IP team combine strong commercial acumen with an ability to distil complex legal issues in a way which enables them to be understood by non-legal experts. This is a rare trait in our experience.”* – DeMontfort Fine Art Ltd, owners of Whitewall Galleries

### Achieving results

Although we have an excellent track record in aggressively defending our clients’ rights and of success before the Courts, we are also well known for achieving sensible resolution of disputes through formal mediation and other means. We never lose sight of the commercial and common sense solution.

*“We have worked with the Walker Morris IP team for a number of years and receive an impressive, professional and friendly service. The team are great at getting to the nub of an issue quickly in a common sense, commercial and easily digestible manner. They have strength in depth and provide value for money.”* – 2 Sisters Food Group

#### AREAS OF EXPERTISE

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| – IP infringement and validity disputes                            | – UK and EU trade mark and design opposition proceedings | – Project management of overseas litigation                              |
| – High Court and Intellectual Property Enterprise Court litigation | – Domain name disputes                                   | – Technology licensing   |
| – Branding Strategy  | – IP portfolio management                                | – Research and collaboration agreements                                  |
| – UK and EU trade mark and design registrations                    | – IP audits  | – Character merchandising, publishing and other forms of IP exploitation |
|  | – Employee/inventor entitlement claims                   |  |

### WALKER MORRIS

*“A distinctive law firm valued by its clients for consistently delivering excellent results.”*

We offer a single site, full service commercial law firm focused on providing our clients, nationally and internationally, with partner-led, high quality advice. Our national centre of excellence in Leeds has significant advantages in terms of developing a strong, collaborative culture, with the inherent value and cost effectiveness that a Leeds base brings.

With a staff of over 450 including 48 partners, Walker Morris is uniquely recognised for its strong multi-disciplinary teamwork and straight forward advice. We offer our clients truly accessible partners who get the job right – providing partner-led advice based on their knowledge and understanding of working with individual clients.

### CONTACT

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