

# Intellectual Property, Trade Marks & Designs

The award winning Intellectual Property Team at Walker Morris offers specialist advice across the full spectrum of intellectual property law. The team includes both solicitors and chartered trade mark and design attorney which enables us to provide a complete service. Our lawyers are intellectual property specialists and are trusted by many household names to manage and protect their highly valuable brands and technology.

We provide our clients with a “one stop shop” for all IP matters and we are committed to delivering client focussed service. We help our clients develop, protect and exploit their ideas, brands and creations and offer a wide variety of services relating to IP. We work with all departments and sector groups across the firm to ensure that we provide our client’s with rounded advice in all areas. Our aim is to build relationships with clients and we are proud of our many long standing relationships with our clients.



We recognise the vital importance of IP in business and support you with the development, marketing and protection of these crucial assets. Our expertise includes:



## IP Identification

Brand and Product Clearance

IP Registration and Prosecution



## IP Investments and Collaboration Agreements

Commercial Deals

IP Licensing and Transfers



## IP Portfolio Management

Global Brand Protection and Brand Building

Portfolio Maintenance and Protection



## Bringing and Defending IP Enforcement Actions

IP Litigation in all Forums

IP Enforcement and Litigation Strategy

We advise upon the full spectrum of intellectual property rights including patents, trade marks, copyright, designs, passing off, confidential information and domains. We also 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.

*“Walker Morris’ IP Team are reliable and prompt in their advice given on the breadth of topics that the Provident Financial Group require in order to maintain its brand protection. The Team are friendly, approachable and are excellent at setting out all of the options available on any potential or existing intellectual property issues.”*

– Provident Financial Group

### Providing a flexible service tailored to you

We pride ourselves in putting you at the centre of everything we do. We tailor our service to meet your needs. This might involve an informal bouncing around of potential issues, or giving second opinions on potential products, services and ideas. We provide bespoke training for your in-house team to help them understand all aspects of IP and how best to protect your business and its interests.

### Achieving results

We have an excellent track record in aggressively defending our clients' rights and of success before the Courts. However, 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.

### READ MORE ON HOW WE CAN HELP

We are your trusted advisors when commencing or defending IP infringement proceedings. From preparing or responding to initial letters of claim, rights through to the prosecution of proceedings, we provide our clients with pragmatic advice that achieves their outcomes and meets their commercial objectives. We regularly act in the High Court and Intellectual Property Enterprise Court (IPEC) where we consistently achieve positive results for our clients. We also advise upon and act on behalf of clients in global anti-counterfeiting campaigns, online e-commerce disputes and international brand disputes for a number of leading brands.

*"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

### IP Creation and Management

We advise various companies on global branding, IP audits, intellectual property portfolio management, product and service creation and IP clearance. We act on behalf of an array of clients in securing registered protection for their brands and managing their portfolios. Using our close global relationships with "Best Friend" law firms throughout the world, we find the right partner for you and we resolve legal issues cost effectively and with ease. This allows you to concentrate on developing and growing your businesses.

### IP Exploitation and Transfers

We assist you with maximising the value of your IP. Whether as a buyer, seller, licensee or licensor, we can guide you through the entire process to ensure that you are placed in the best commercial position. We regularly act on IP specific transactions or alternatively we assist on larger corporate transactions. We advise in particular on Licensing, commercialisation, royalty arrangements, sponsorship, collaboration and any transaction that includes IP as an element. Our aim in any transaction or contract negotiation is always to ensure that you are achieving maximum value and are put in the best possible position.

*"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

### CONTACT

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