



## Technology and Intellectual Property

Globalisation and increased access to the internet have pushed information technology and intellectual property related matters to the forefront of commercial activity and corporate decision-making.

In a fast moving world, safeguarding and exploiting your technology with the correct legal support is critical to staying ahead of the competition.

Drawn from our corporate and commercial and litigation and dispute resolution practice groups, our technology and IP team has an enviable reputation for understanding the legal pitfalls and commercial demands affecting your business.

Working with specialist trademark and patent attorneys where appropriate, we deliver effective solutions to protect all of the IP assets in your portfolio.

Our significant experience in drafting and negotiating bespoke technology and IP contracts gives our clients the advantage in relation to the acquisition, procurement, sale or exploitation of IP rights and technology.

In addition, our skilled litigators will enforce your rights and defend your position by obtaining High Court injunctions (if necessary) to restrain infringers or recover damages if the infringement has already happened.

We have expertise across many industry sectors and understand the complex legal issues which must be addressed. We provide effective solutions which anticipate and address issues before they arise.



## Your team

Alex Zachary, partner and  
practice group leader

Simon Deans, partner

Harriet Jones, senior associate  
Suzanne Smith, senior associate



# Protecting your assets

Our team understand the legal complexities and how to apply them to your portfolio of assets, protecting you and your business every step of the way.

Our experience covers:

- Advertising and copy clearance, trade libel and defamation
- Agency, distribution and reseller services
- Application services providers
- Brand and copyright licensing
- Copyright and designs litigation
- Data protection, privacy and confidential information
- Domain name advice, email and internet usage policies
- Equipment sale and OEM
- Escrow
- Internet trading
- IP due diligence on corporate transactions
- Network, ISP, platform and hosting services
- Patent litigation
- Service level agreements
- Software development and licences
- Terms and conditions
- Trademark and passing off litigation
- Warranty and due diligence

Not only are intellectual property rights often your best asset, they are usually huge untapped resources. Our insight into this complex area of law can offer your portfolio the competitive advantage you need in today's marketplace.

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