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## Trade Marks, Copyright & Designs

### Why Pitmans?

- Expert team with in-house experience that understands the sensitivities and complexities of intellectual property law
- Experienced in assisting clients to gain competitive advantage through obtaining, protecting, exploiting and enforcing intellectual property rights
- Proven track record in advising clients in the media and entertainment, sport, retail, fashion, hospitality, technology, defence and security, automotive and real estate sectors
- Highly commercial and cost-effective approach, delivering clear advice and creative, commercial solutions
- International – as a member of InterAct Europe we are able to assist you in 15 European markets, and regularly work with best of breed firms across the Americas, the Middle-East, Africa and Asia

## Our Intellectual Property Services

Pitmans' Intellectual Property team advises on all areas of contentious and non-contentious intellectual property law, including protection, enforcement and commercialisation.

Our contentious work includes acting for clients in cases of trade mark infringement, passing off, copyright infringement and European Community and UK design right infringement.

Non-contentious work involves negotiation and drafting agreements relating to the exploitation of rights including:

- Non Disclosure Agreements
- International reorganisations
- Assignments
- Licensing
- Research and development
- Litigation and enforcement
- Sponsorship agreements
- Distribution agreements
- Sales and licence agreements
- IP audits and corporate IP due diligence

Our team is experienced at managing both local and international trade mark and design portfolios.

We deal directly with the filing and prosecution of UK and European Community trade marks and designs, as well as international trade mark registrations.

Our team offers a 360 degree service working closely with a variety of clients from major global companies including Live Nation, Clear Channel, the British Fashion Council and the England and Wales Cricket Board (ECB), to inventors, designers, artists and personalities, such as the The Ting Tings and Usain Bolt.

Pitmans can:

- Advise you on how best to protect your intellectual property rights including designs, patents, trade marks and copyright
- Help you negotiate commercial agreements to secure and exploit your intellectual property rights
- Assist you if anyone is trying to use your intellectual property without your consent
- Maximise your brand potential

This may involve:

- Assistance in the licensing, sale and assignment of intellectual property rights
- UK, Community and International trade mark registrations and renewals
- UK and Community design registrations and renewals
- Resolution of disputes relating to trade mark, copyright and design rights
- Domain name registration and resolution of domain name disputes



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