

# Our IP360 offering

May 2020



In today's world, the importance, complexity and diversity of intellectual property means having a co-ordinated global IP strategy with a consistent approach across the registration, management, commercialisation, defence and enforcement of all your IP assets, has never been more critical. IP has increasingly become the essential ingredient for creating competitive advantage, innovation and future growth.

To achieve this, your IP advisers need to partner with you to achieve your commercial objectives with high levels of expertise and first-rate client service in a cost-effective way. That involves having a deep understanding of your business and the sector you operate in, helping you create a clear and forward-looking IP strategy making full use of available technology all with the greatest possible cost certainty and return on your IP investment.

## IP360

This is why we have created 'IP360', developed from working with household name brands, which brings together our highly regarded full-service IP expertise, with our own in-house trade mark and patent attorneys alongside our specialist contentious and commercial IP lawyers, delivered to you by our friendly, commercial and solutions-focused IP professionals from our offices in the UK, EU and Hong Kong in a radically new and cost effective way which we believe is without parallel in the market.

## Brands

We help clients ensure that their brand is actively managed and defended, from the inception of an idea through value analysis, global IP protection and exploitation, concept roll-out, commercialisation, dealing with disputes and beyond. Our proprietary 'Adslogans' database helps our clients identify prior use of any desired advertising line.

## Trade Marks

Our in-house trade mark team manages portfolios for many household name multi-national companies, advising on efficient trade mark filing strategies, anti-counterfeiting, providing watching services and dealing with oppositions and disputes, including acting in some of the most cutting-edge trade mark cases of recent times.

## Patents

Our in-house patent attorney team helps our clients protect their innovations through a thorough understanding of the inventive technology and the commercial strategy of their business, all in a commercial and accessible way, as well as gaining competitor insights and avoiding challenges through freedom to operate searches.

We recognise IP doesn't sit in a vacuum, so this full-service IP support is complemented by expertise in related areas including commercial, dispute resolution (civil and criminal), data, tech, reputation management, competition, tax and employment delivered from our offices in [London](#), [Cardiff](#), [Dublin](#) & [Hong Kong](#) as well as using our tried and trusted worldwide network of specialist law firms and attorneys. Our specialist sector focus groups include advertising & marketing, media & entertainment, technology & telecoms, retail hospitality & leisure, sports and financial services, allowing us to combine our IP expertise with deep knowledge of our clients' industries.



## Designs

We ensure our clients benefit from the widest possible IP protection by making full use of unregistered and registered designs and our attorneys manage design portfolios alongside and complementary to our clients' trade marks and patents.

## Copyright

We assist our clients with the protection and exploitation of their creativity across the full range of copyright and related areas such as database, performance and moral rights, including monetisation of copyright through commercial collaborations and effective enforcement.

## Confidence


Confidential information is often an undervalued IP asset, but is used by many businesses to protect their essential business secrets; we help our clients do so in the most secure way possible and act decisively when their confidential information is threatened.


## Domains


Domain names are a crucial aspect of intellectual property, but the registration and protection of domains can be lacking. We help our clients to ensure that their domains do not fall into the wrong hands and proactively assist with the management of domain portfolios and dealing with ever more frequent malicious attacks such as cybersquatting and phishing.


## Service delivery - our commitment


We understand that excellent service delivery is essential for management of IP. We target ourselves on providing the highest quality client care. The following come as standard to all our IP portfolio clients for no additional charge.

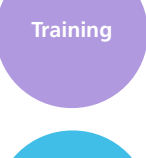
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**Visibility**

Our WebTMS platform provides visibility across your IP assets worldwide from your desktop
- 
**Collaboration**


Our collaborative tool, HighQ, gives all relevant personnel access to key documents, live matters, agreements, invoicing etc. allowing us to share information with you in real time
- 
**Regular updates**

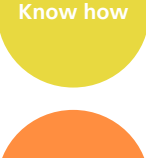
We provide regular status reports on all live matters along with monthly reports on work in progress
- 
**Agility**


We encourage our lawyers to work at our clients offices on a regular basis to increase collaboration and understanding of your business
- 
**Effective Management**

We involve our specialist in-house project managers to ensure the highest levels of administrative support, efficiencies and client service
- 
**Training**

We provide up to two free in-house bespoke IP related training sessions each year
- 
**Horizon spotting**

We provide quarterly horizon spotting reports on IP related issues relevant to your business
- 
**Engagement & networking**

You will be invited to our IP In-house Lawyers Club and other IP related events allowing you to meet, learn from and network with peers and IP experts
- 
**Know how**

You will gain access to our IP related know how, client guides and materials
- 
**Feedback**

We would plan for regular client relationship meetings so we can continually listen and evolve our service to you

## Clarity & Certainty

When managing and optimising your IP assets, clarity and certainty on costs is important

We aim to make things as simple as possible by providing a number of clear options:

### Portfolio Management

- Trade marks
- Designs
- Patent
- Domain

Fixed annual cost

### Registrations, Clearances & Searches

- Brand clearance
- IP registrations
- Freedom to operate searches
- Advertising slogans

Fixed costs per search  
or  
Fixed annual cost for unlimited searches

### Helpline

- Initial advice on any IP related query including:
- Oppositions
  - Disputes
  - other contentious matters

Fixed annual cost  
(first 15 minutes of any query is free)

### Audit

- An annual audit of you full IP portfolio, including consideration of 'pruning' your portfolio of unused marks etc.

Fixed annual cost

## Relationship discounts and billing

For clients who use us for all of their IP portfolio work, we offer discount on the above fixed rates as well as reduced hourly rates for supporting services including commercial, dispute resolution, data and reputation management.

We also have performance related remuneration arrangements which provides for a percentage increase or decrease on our annual fees based on our achievement as judged by you based on agreed KPIs. We would be happy to provide you with quotes for these services based on your current IP portfolio and future plans and range and level of desired IP support.

Because of our relationship with IP chambers we are often able to negotiate preferential rates for specialist IP counsel.

## Alternative ways of working



Our LS Solutions team works to power our innovation strategy across our Evolve, Engage and Experiment initiatives. Working with you, the team looks to optimise existing services and processes, ensure the successful deployment of technical solutions, and create new opportunities in order to drive efficiencies and cost-effectiveness.



LS Assist is our low cost, fixed fee, high quality, commercial law offering. It is designed to provide you support with day-to-day legal needs in a cost-efficient way; transparency and certainty as to your regular legal expenditure; and quality - with access to the same high-quality lawyers and advice they would expect from Lewis Silkin



Similar to LS Assist, our award-winning 'rockhopper' service is for low cost day-to-day employment law support



Our secondment-based service for short or longer term resourcing requirements

## Our IP360 specialists

The skill-set of our IP360 team is as diverse as IP itself and it is designed to give you the right specialism, from the right person, at the right time. This includes IP lawyers, trade mark attorneys, patent attorneys, litigators with experience at the Bar, as well as lawyers well versed in dealing with brand owners, reputation management and media.

There are lots of resources for you to call with an abundance of relevant skills and experiences.

**If you would like to discuss our IP360 service and how it might work for you, please contact any member of the team below. We would also be happy to provide client references on request.**



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*"They are commercial and quick to understand what our business needs... "They are exceptional - extremely knowledgeable and committed to client service."*

**Chambers UK 2020**