Barker Brettell

Intellectual Property

MEDICAL

Now more than ever, businesses and organisations operating within the highly competitive medical sector need strategic IP advice to help them protect, exploit and commercialise investment and innovation.

The rising cost of medical research; a governmental focus on encouraging innovation models and a desire to improve peoples' access to technology are together resulting in a greater need for robust IP management to protect inventions and the individuals and companies behind them.

Our work within the medical sector – which includes bioinformatics, biotechnology, biomedical engineering, digital healthcare, pharmaceuticals, medical physics and medical devices – accounts for a third of our business. Our sector expertise means we can ensure your IP objectives are met, whether you're a large multi-national pharma business, an SME, university, tech transfer team or spin-out, hospital, government funded research organisation or another type of healthcare provider.

CLIENTS

Our 45 patent, trade mark, design and copyright attorneys guide clients through the whole lifecycle of healthcare innovation, from conception through to adoption and dissemination. We help clients:

- Own, protect and enforce IP to maximise investment and secure a competitive advantage in different jurisdictions, in a highly competitive market place

- Benchmark IP strategies against competitor activity

- Proactively identify and rigorously commercialise key business assets and use them strategically to achieve short and long-term business objectives

- Consider creative licensing strategies such as patent pools

- Build the right patent portfolio through innovation and/or acquisition

- Secure arrangements relating to the use and exploitation of IP such as confidentiality agreements, manufacturing licences, sponsorship and merchandising agreements, research and development and collaboration agreements

- Capitalise on technology transfer arrangements

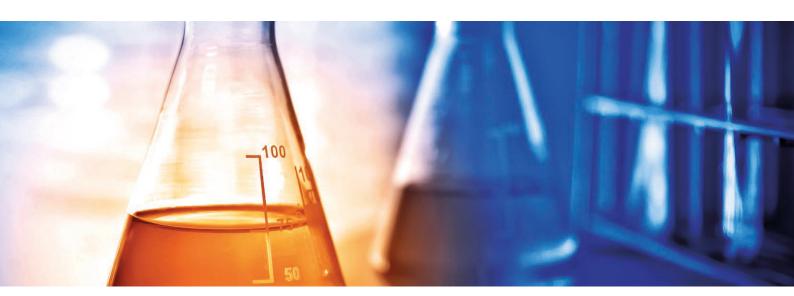- Prevent competitors unauthorised use of IP rights and block competitor's market entry

SPECIALIST TECHNICAL EXPERTISE

Medical devices and digital healthcare technology

Our medical devices specialists have a broad range of technical backgrounds including engineering, electronics, physics, materials science, biotechnology and chemistry. The team has particular experience in prosthetics; dental, ophthalmic and orthopaedic materials; tissue culture systems and tissue scaffold materials; slow release bioabsorbable materials; diagnostic instruments; surgical instruments; catheters and stents. We also have deep expertise in imaging and MRI technologies.

Life sciences & biotechnology

Our life sciences team has vast experience in biotechnology and pharmaceuticals including antibodies and biologics, vectors, gene therapy, diagnostics and personalised medicine, vaccines and immunology, regenerative medicine and small molecules. Within immunology, we have advised a wide range of clients on applications relating to vaccines including vaccine components, adjuvants and administration regimens as well as the use of agents and cells involved in the immune response. The team's biologics experts who have particular experience of antibody and antibody mimetic technology, have also worked in industry and understand the challenges faced by in-house teams.

EXPERIENCE HIGHLIGHTS

- Advising the creators of potty training pad, Dry Like Me on bringing a new product into a crowded market. Implementing a strategy consisting of a range of IP rights meant that the product was stocked in 600 shops by the end of year one and today is sold in over 1,500 stores including Tesco.

- Advising a tissue scaffolds spin-out on a patent strategy across multiple jurisdictions. The company subsequently secured significant equity funding enabling a move to larger premises with more opportunity.

- Implementation of a worldwide patent filing programme for a global manufacturer of orthopaedic joint replacement products. This included working with specialist surgeons renowned for their pioneering work in the field.

Key contact:

Lucy Trueman
Patent partner and
Head of Medical

Tel: +44 (0)121 456 0020
lucy.trueman@barkerbrettell.co.uk

www.barkerbrettell.co.uk