

Barker Brettell

Intellectual
Property

FOOD & DRINK



Businesses operating in the highly competitive and fast-moving food and drink industry need a robust intellectual property strategy to ensure intangible assets such as brand names, designs, ideas and innovation are protected.

The dedicated food and drink team at Barker Brettell works with businesses operating across the sector.

We advise general law firms, in-house legal counsel, research & developments units, commercialisation teams and brand and marketing departments on how to create the right strategy and secure the best return from their IP.

Comprising highly qualified patent, trade mark, design and copyright attorneys, our sector specialists have extensive experience working with clients in food and drink manufacturing, logistics and distribution, packaging, food processing, food service and ingredients. Several members of our team have worked in-house or have been on secondment to industry which means we understand the pressures faced by businesses and can add real value.



OUR SECTOR EXPERTISE MEANS WE CAN HELP YOU

- Harness brand equity and protect your investment in innovation and design
- Focus on managing IP risk in a totally cost-effective way
- Achieve target return on spend delivered through focused and cost-effective protection strategies
- Manage expectations internally - we agree the best approach forward with our clients at the start of any relationship so there are no surprises further down the line

WE HAVE HELPED CLIENTS ACROSS THE SECTOR

- Develop global brand strategies which support overarching business objectives
- Provide strategic insight on and manage large worldwide trade mark portfolios
- Identify IP risks through audits, assessments and in-depth benchmarking programmes
- Identify and address all potential IP risks regarding formulation and packaging and production line technology
- Create IP strategies including timeframes and processes for new product development
- Manage product recalls and the resulting impact on brand value
- Protect products with a short expected lifespan
- Protect and enforce IP rights in the face of copycat products



EXPERIENCE HIGHLIGHTS

- Advising The New Egg Company on Yowk ® - a highly innovative take on the boiled egg. Working closely with Yowk's team from conception to realisation, we advised on a best practice IP strategy to ensure the product is protected by a strong suite of rights. As well as pending international patent applications, the packaging is covered by registered design rights and the overall brand, logo and marketing slogan is subject to multinational trade mark protection.
- Acting for a leading soft drinks manufacturer in trade mark infringement claims against a well known, low-cost supermarket chain and a third party competitor. This resulted in them removing the product and rebranding while our client secured financial compensation.
- Implementing a comprehensive but cost effective cease and desist action plan and combined online takedown strategy for Canadian health supplement company, Renew Life, targeting the UK resellers of unauthorised US goods. In less than six months we removed over 6000 listings of unauthorised US products from a leading online distributor and educated the UK Legal Team to understand the nature of parallel imports being listed.

Key contact:

Tracy Arch

Trade Mark partner and
Head of Food & Drink

Tel: +44 (0)121 456 0327
tracy.arch@barkerbrettell.co.uk

barkerbrettell.co.uk

