

# Barker Brettell

Intellectual  
Property

SMEs



## Barker Brettell – Supporting SME businesses

Small and medium sized enterprises play a key role in boosting the region's economy and productivity. It is vital for SMEs to access the right support and advice if they are to expand, build a brand and increase impact. At Barker Brettell we have a wealth of experience of working with SME businesses and recognise the importance of protecting your brand, your products and the services you have worked so hard to develop.

In a competitive and economically challenging environment, it's important for you to focus on maximising and protecting your ideas, your inventions and your designs. Our award winning attorneys can help you harness brand equity, build bespoke protection plans to safe guard innovation and protect the investment of commercialisation.



## AWARD WINNING ATTORNEYS

- UK Trade Mark Prosecution Firm– Managing IP EMEA Awards 2019
- Top UK filer of EU design applications
- Gold ranking – World Trademark Review 1000 2019
- 2nd largest filer of EU trade marks
- 4th in the UK filer of International Patent Applications
- We are currently managing 70,000+ live patents, trademarks and design rights



FIRM OF THE YEAR  
2019



## OUR SECTOR FOCUS



Aerospace



Automotive



Cosmetics



Energy



Food & Drink



Manufacturing



Medical



Retail



Universities

## WE CAN HELP YOU

We can help by providing bespoke IP programmes that maximise your IP assets and provide the protection you need.

Harness brand  
equity and identify  
risks

Build a bespoke  
plan to protect  
your innovation  
and designs

Ensure innovation  
is captured and  
commercialised

## OUR FULL IP OFFERING

Our team of highly qualified attorneys provide clear, commercially focused and cost-effective advice on a full range of IP services including patent drafting and prosecution, trade mark registration and enforcement, copyright protection, design rights, domain name disputes, and strategies for handling infringement.

## WE CAN ADVISE YOU ON

- IP audits to help capture what IP opportunities you have
- Design protection for things you have spent money and time designing
- Patent protection of new products and processes to protect your investment in R&D
- Protecting your trade marks and brands
- UK and multi-jurisdictional trade mark, patent and/or design litigation
- Customs & excise matters – using IP to stop importation of infringing goods
- Due diligence, freedom to operate, trade mark, patent and design searches and advice
- Counterfeit products
- Resolve IP disputes and enforce your IP rights



## OUR CLIENTS

We work with a diverse range of clients, from inventors, startups and spin-outs, to established SMEs and multi-national corporations. For our clients we aim to be their single point of contact for the protection and enforcement of their IP on a national and international basis. We provide strategic and tactical forward-thinking advice on filing programmes, filing and prosecuting applications worldwide, advising on the freedom to use and registering patents and trade marks, the policing and enforcement of rights domestically and internationally, due diligence reviews, and the negotiation and drafting of agreements and licences. In addition, we will handle customs matters, internet take-down procedures and domain name complaints.



Our work experience includes:

- Working with sports nutrition company *Grenade* to provide strategic and tactical advice on filing programmes, advising on the freedom to use and register trade marks as well as the policing and enforcement of rights domestically and internationally. [Read more](#)
- Advising a niche UK car company on infringement risks surrounding the design of a new supercar.
- Working with cosmetics company *Heaven Health & Beauty Limited* to provide international patent and trade mark advice to the business, ensuring continued IP protection helping to safeguard the future growth of the business. [Read more](#)
- Advising a SME business in the water treatment and management sector manage existing rights and obtain new rights.
- Advising *Dry Like Me*, the UK's award winning potty training brand, to use a combination of IP rights to protect a new idea that filled a gap in the market, allowing the product to successfully move into an area traditionally full of big name brands. [Read more](#)
- Working with aerospace safety company, *Saf-Tglo* to provide advice on patent applications regarding glow in the dark safety lighting for aircrafts – their product has now been bought by over 100 airlines.
- Working with electric wholesaler *Deligo Ltd.* to provide patent advice and portfolio management. [Read more](#)

**Key contact:**

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