



Barker
Brettell

Intellectual
Property

Protecting your innovation:

Protecting your business

A guide to protecting IP in the medical sector:
medical & digital healthcare, life sciences & biotechnology



Concept to commercialisation

Securing IP for our medical sector clients accounts for a third of our business.

Businesses and organisations operating within the highly competitive medical sector need strategic IP advice to help them protect, exploit and commercialise investment and innovation.

We work with companies across the full spectrum of the medical sector – including bioinformatics; biotechnology; biomedical engineering; digital healthcare; pharmaceuticals; medical physics and medical devices.





Finger on the pulse...

Of our 50+ patent, trade mark, design and copyright attorneys, 17 have specialist skills relating to the medical sector which enables them to 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
- 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, research & development and collaboration agreements
- Capitalise on technology transfer arrangements
- Prevent competitor's unauthorised use of IP rights and block competitor's market entry

Call us +44 (0) 121 456 0000

Experience highlights...

We have an impressive portfolio of clients, however the work we do is often complex and highly confidential preventing us from publishing full details.

Experience we can talk about includes:


- Dry Like Me used its IP portfolio to leverage investment which resulted in the product securing placement in 600 shops within 12 months and today is sold in over 1500 stores
- Advising a tissue scaffolds spin-out on a patent strategy across multiple jurisdictions. The company subsequently secured significant equity funding
- 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.



Owning your idea

'Inventing' and 'owning' your idea are quite different. Understanding the difference is critical in determining who owns an invention which, in turn, determines who can apply for IP rights...and if commercialised, who can make money from that invention.



A grayscale photograph of a man with a beard and glasses, wearing a lab coat, looking intently at a test tube he is holding. In the background, there are other pieces of laboratory glassware, including a large Erlenmeyer flask and a graduated cylinder. The image has a dark, moody tone.

'Inventorship' identifies the creator or creators of an invention.

'Ownership' identifies the rightful owner of an invention – who has the right to restrict other people from buying or using that invention.

If you don't actually own your invention, how can you sell it to others?



Medical innovation and development

Whether you're concerned about maximising the commercial viability of ideas or products; how to protect those products through UK or European patents or with patents further afield, or cost-effective portfolio management, our attorneys can provide practical and solutions-driven advice to help you navigate your way through this complex landscape.

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We are at the heart of the sector with our 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.



An Introduction to IP rights



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Patents

Patent rights protect innovation, demonstrate creativity and can give you a head start in the market



Trade Marks

Trade mark rights protect anything that helps identify your product or service i.e. names, logos, colours and sounds. They can also protect your reputation.



Designs

Design rights protect the appearance of a product.



Copyright

Protects creative and aesthetic rights such as technical drawings.



Trade Secrets

Protect the secret things that give your business an advantage such as client lists, pricing information and new research.

A few key patents + a strong brand + some design registrations
= a low cost, low risk, high value IP portfolio

Why use patents?



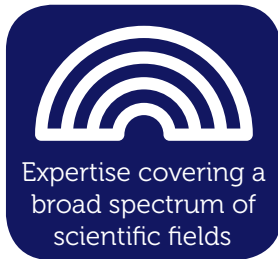
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Patents can be:

- A key requirement by organisations when deciding whether to buy your product or not
- Used strategically to help you secure higher revenue
- An early indicator in the new product development lifecycle that the product is innovative (or not)
- A source of competitive intelligence, providing insight into the strategy of potential competitors and technology trends
- Used to help you secure R&D tax credits and Patent Box tax relief
- Protection for your business during collaboration, joint ventures, strategic alliances, licensing agreements or M&A



Medical expertise





Our sector experience means we can ensure your IP objectives are met, for:

- large multi-national businesses
- SMEs
- universities
- tech transfer teams
- spin-outs
- hospitals
- government funded research organisations

For more detailed information check out
our website at www.barkerbrettell.co.uk
or contact:

Lucy Trueman

Head of Medical Sector,
Partner & Patent Attorney:

T: 0121 456 0000

E: lucy.trueman@barkerbrettell.co.uk

Barker Brettell

Intellectual Property

Barker Brettell 100 Hagley Road, Edgbaston, Birmingham B16 8QQ

Tel: +44 (0) 121 456 0000 www.barkerbrettell.co.uk

Email: info@barkerbrettell.co.uk  [@Barker_Brettell](https://twitter.com/Barker_Brettell)