

# FAQs

Our reputation for outstanding quality and certainty of service is built upon long-term relationship investments with our professional peers. We understand the mindset and requirements of **accountants, financial, and business advisors**. You can confidentially rely on Barker Brettell for Intellectual Property (IP) counsel on **patents, trade marks, design rights, copyright** and **trade secrets**.

Companies often associate IP with big business, or tech scale-ups where the success is determined by one innovative product. While we count many such companies as clients, we can also help advisors working with established businesses who - up until now - have not required or prioritised IP protection.

**We can help you answer those questions for your clients:**

**What is IP?**

We can clearly explain what patent, trade mark, design right and copyright protection is, and the purpose of each one and how it could benefit the company.

**Why does IP matter?**

IP is like insurance – it can protect investment in a number of ways. It can also provide its own source of income. We can help clients understand where IP might be a useful tool.

**Can the company afford IP protection?**

We can offer quick and pragmatic costings, and it is likely to be less than your clients expect.

**What should be protected with IP?**

We can identify what your client should consider protecting with IP, and what type of IP is best suited to your client's needs.

**Is IP worth it?**

We can talk through the feasibility, ease, and time commitment of obtaining rights and the financial benefits this can bring.

**How to value your IP?**

We can talk through different valuation approaches and determine which valuation package is right.

**How expensive would it be to defend an IP right?**

We can give you practical advice on defending an IP right. You and your client can then determine if it is worth the cost, process and time.

**Nobody else would be able to copy our innovation, so why should we have IP protection?**

We can advise on best practice for securing trade secrets.

**We're expanding into overseas markets; do we need to consider IP protection?**

Our UK and European attorneys work with a global network of attorneys that can help and advise on global portfolio management.

**What IP does the business need to qualify for Patent Box tax relief?**

We can explain the IP criteria and the role plays in securing this tax benefit for your client.

We understand the importance of correctly managing client relationships and will work with you collaboratively to deliver the client care package that you know is right for any given project.

**To find out more, please get in touch with us:**



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