

**Barker  
Brettell**

Intellectual  
Property

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An introduction to Barker Brettell

# | Our work in China

[barkerbrettell.co.uk](http://barkerbrettell.co.uk)



*"An excellent firm that consistently outperforms reasonable expectations."*

## Recognition & Accreditations



FIAM and WTR  
The Global IP Awards



**Your innovation. Your ideas.**  
**Your business. Your world.**

# An introduction to Barker Brettell

Thank you for the opportunity to briefly introduce our firm

Established in 1891, Barker Brettell is a modern and vibrant intellectual property (IP) practice, the cornerstone of which continues to be patents, trade marks, designs, and copyright and, ultimately, putting IP on our clients' board room agenda.

Our clients benefit from over 60 attorneys and trainee attorneys with a variety of academic backgrounds, as well as a large and highly regarded support network of 30 paralegals plus administrators.

We are fortunate and proud to have a UK-based and international client portfolio that spans independent inventors, start-ups, SMEs, universities and other research institutions, and government agencies as well as large multi-national and global corporations.

**Providing practical and strategic IP advice is a given – it's what we do day in and day out. But we are more than IP attorneys – we are business advisors and problem solvers, and our aim is simple – to make our clients' lives easier.**

We hope you find this brief introduction to our firm useful. Please do not hesitate to contact us if you require any additional information at this stage.

**Members of our dedicated China desk would be delighted to work with you and your clients.**

## Our work in China

We enjoy many successful working relationships with Chinese attorneys, and we have seen our work from Chinese attorneys increase by nearly 40% in recent years.

This work makes up a significant proportion of our overseas work and aligns with China's unprecedented and unrivalled growth in patent filings and trade mark activity.

We like to think that this continued increase in work is representative of our ability not only to do the work that is required, but of the service that we provide and our understanding of how to do business in China from a cultural perspective.

Our attorneys regularly attend the major international conferences, including AIPLA, AIPPI, APAA, AUTM, ECTA, FICPI, INTA/INTA TMAP/INTA Leadership, Marques, Union-IP, IPO Annual Meeting, BIO International and PTMG, to stay informed and updated on any changes to case law and technical procedures, maintain regular contact with our global clients and identify new client opportunities. Notably, we have contributed to and helped shape the agenda of these conferences, highlighting our continued expertise and knowledge.



# What our clients say ...

"They are always proactive about protecting our brand, advice is concise and timely when problems arise, and their knowledge is extensive but they are able to communicate it to us in a digestible form."

"The Barker Brettell team has been a reliable partner for our firm. Their technical knowledge has been spot on and their professionalism is top tier. They are quick with their response."

## Some of our most esteemed work is for:

**Tencent** - a Chinese multinational technology and entertainment conglomerate and holding company headquartered in Shenzhen

**Alibaba** - a Chinese multinational technology company specialising in e-commerce, retail, Internet, and technology

**TikTok** - a short-form video hosting service, owned by Chinese company ByteDance

**ByteDance** - a Chinese internet technology company headquartered in Beijing

# Our dedicated China team

We build relationships with Chinese attorneys to create longstanding and reciprocal working relationships, not only to assist their clients in protecting their IP in the UK, EU and Sweden, but also to educate our own domestic clients about the importance of IP protection in China and to actively encourage them to protect their IP, which we can assist them with utilising the expertise of our friends in China



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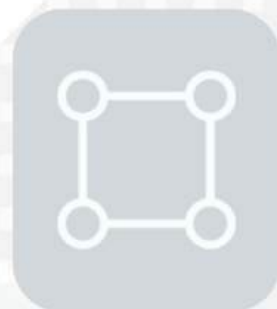


# Our expertise



## Patents

We regularly and consistently rank highly for UK and European patent filings, and we are confident that the ratio of our patent attorneys to patent filings far outperforms many of our competitors. Our patent specialisms include pre-filing advice and patentability searches, invention mining and the drafting of applications for new inventions, the filing and prosecution of patent applications, advice on contentious issues, EPO opposition work, freedom-to-operate opinions, landscape searching, transactional work relating to IP ownership and licensing, and IP-related due diligence.



## Designs & Copyright

Designs continue to be a real specialism within our practice, and we are routinely ranked as one of the highest filers of EU designs of any UK firm. With much interplay between designs and other IP rights, our designs team comprises patent and trade mark attorneys who provide robust and cost-effective strategies for design protection. As such, we've built a strong reputation for design advice and strategy over the years.



## Trade marks

Acting directly before the UKIPO, EUIPO and WIPO, we consistently rank among the top filers of UK and EU trade marks. Our trade mark specialisms include IP strategy, the searching, filing and prosecution of applications, oppositions, cancellations, enforcement programmes, the negotiation of settlement agreements, renewals, assignments and licensing, domain name issues, internet takedown actions, customs and excise actions, due diligence exercises, portfolio management, and counterfeiting issues.



## Oppositions & Appeals

We have a strong track record in patent and trade mark oppositions and appeals. Whether your IP rights need defending from third-party attacks, you want to challenge the validity of IP rights belonging to others, or you need to challenge a decision already issued by an IPO, our attorneys are accomplished at protecting the interests of businesses during disputes. An opposition or appeal is not only about whether you win but also whether the outcome is right for you commercially.



# Our business

## About us

Today, we are a modern and vibrant intellectual property (IP) practice, the cornerstone of which continues to be patents, trade marks, designs, and copyright.

We have a wide range of attorneys with different technical specialisms and the strength and depth of our support teams mean we are equipped to ensure responsiveness to our clients.

We are proud to work with a diverse range of clients across the globe to provide practical and commercial IP advice.

1891

The firm was born when George Barker joined forces with Frederick Brettell to provide patent, trade mark, copyright, and designs advice from offices in Colmore Row, the heart of Birmingham's business district.

1928

William Duncan joined the firm which changed its name to Barker, Brettell and Duncan, with each member serving as President of the Chartered Institute of Patent Agents (CIPA).

1957

Following a brief spell during WW2 when the firm relocated to Frederick's home so he could perform air raid warden duties, Barker Brettell stayed in Colmore Row until 1957 when the firm moved to Hagley Road in Edgbaston.

1998

The firm rebranded as Barker Brettell and became an LLP in 2008.

2019

The doors of our Stockholm office, home to Barker Brettell Sweden AB, open.

60+

attorneys

28  
partners

5  
offices across  
the UK &  
Europe

130+  
professional  
support staff

# Our culture

*Our people are our biggest asset.*

We have over 60 attorneys with a variety of academic backgrounds, as well as a large and highly regarded support network of paralegals and administrators.

We are a female-majority owned firm committed to equality, diversity, and inclusion.

We are truly committed to providing a supportive working environment that respects and values each employee regardless of their background and experience.

We deal with all those we come into contact with throughout our work with attention, courtesy, consideration, respect, and dignity, and we place this personal responsibility on each staff member.

We are committed to acting ethically and with integrity in all our business processes and relationships.

## Quality at the centre of our professionalism

It is our policy to put client's interests first; delivering a high-quality service and maintaining client focus in everything we do. Our aim is to make a client's life easier in the IP world.

When it comes to client service, we are committed to:

- Doing the hard work for our clients
- Establishing, maintaining and building a strong, trusted relationship
- Being results-focused
- Considering our clients' commercial objectives and specific requirements at all times

# Social responsibility

No matter how small, we recognise the importance of the impact of our activities on the environment, and we acknowledge that there is a responsibility to constantly consider ways to conserve energy and minimise waste in all activities we undertake.

As part of this, we encourage the cooperation and involvement of all our people in environmental management.

*"We are proud of what we have already achieved but we know we can never become complacent. We need to keep evolving and educating."*





## Our offices



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## Our markets

► Aerospace and defence

► Automotive

► Biotechnology

► Chemistry

► Computing

► Consumer products

► Cosmetics

► Electronics

► Energy

► Engineering

► Fintech

► Food & Drink

► Industrial systems

► Life Sciences

► Materials

► Medical

► Nanotechnology

► Optics

► Pharmaceuticals

► Physics

► Software

► Telecommunications

► Universities

► Wearable tech



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