

Our commitment to highly innovative industries and the protection and enforcement of intellectual property is at the very heart of what we do. We deliver high-end advice on all types of IP.



With one of the largest dedicated intellectual property practices among law firms in Europe, we offer a seamless international service with a strategic perspective.

Our IP lawyers are highly regarded and consistently highly ranked in the leading directories.

Our sector approach provides us with a deep understanding of the environment in which you operate, and the technical and commercial issues that you are faced with. Sectors where we have a particular focus and long term experience include: life sciences; electronics; technology and communications; consumer goods; mechanical and electrical engineering; media and entertainment; advertising; retail; hotels and leisure; and sport.

A number of our lawyers have worked in-house, or completed secondments to clients. We use this broad industry experience to provide an all round perspective on managing legal issues and ensuring we deliver advice effectively. Our cross-sector specialist lawyers have the expertise and cutting-edge knowledge and would be best placed to advise you on how your intellectual property rights (IPRs) can be most effectively exploited and protected.



Since the Romans' amazing discovery, magnifying glasses have been used in countless endeavours, from studying cells to gazing at stars. Sometimes, it's only by scrutinising details that you can search out the most appropriate solution.

Every snip comes down to centuries of development; refining cumbersome tools into light, nimble utensils. Once you've put in years of hard work, being this agile, versatile and cutting-edge becomes second nature.



Using IP to maximise business potential.

In a tough financial climate it is increasingly important to protect IPRs in all forms. Despite the inevitable squeeze on budgets, IPRs can be a valuable means to protect revenue as well as a potential source of revenue.

We are experts in all types of IP from patents, trade marks and design rights through to copyright and domain names and can provide you with the practical and strategic advice you need to manage and protect, as well as exploit, these valuable assets.

By acting as trusted business advisers we can work with you to develop a strategy to expand your business through exploitation of your IPRs. For example, in difficult economic times it may not be appropriate to grow your business through expanding your service/product offering and/or expanding into new geographical areas. But there are other alternatives that can be considered such as franchising and/or licensing. We have long term experience in negotiating and structuring all types of IP related agreements in many

areas of the world and will, based on our sector experience, not only develop optimal individual agreements for your specific IP project but also deliver high end support in negotiating and implementing such agreements. If an IP based relationship becomes problematic, our IP specialists can support you by drawing on their vast experience in all types of dispute resolution, whether in Court proceedings, international arbitration or mediation.

Strained economic conditions make it all the more important to create, protect and enforce IPRs which can be very important, and sometimes the only effective way, to maintain and grow market share. We try cases and are ready to litigate vigorously where this represents the optimal choice for our clients.

Success often is dependent on how well a business identifies, protects, exploits and enforces its IP. Our extensive expertise would be at your disposal throughout, providing you with all the support you need to achieve your goals.

Commercial. Strategic. Proactive.

We work with you to protect your IPRs by maintaining and enhancing the value of your portfolios. We believe that all companies should practise strategic planning for their IP. In addition to devising and implementing an IP strategy, we offer a filing, prosecution and registration service in every country in the world.

We develop and implement multinational strategies to enforce your IPRs. Our IP specialists have considerable experience and are highly recognised for their skills in multinational disputes. Their experience covers all types of dispute resolution, whether through Court proceedings, proceedings at Patent and Trade mark Offices, international arbitration or mediation. We also manage customised anti-counterfeiting programmes in close cooperation with the Custom Authorities and Courts.

The use of advertising, marketing and sponsorship is vital to promote consumer awareness of a brand. Whether you need strategic advice for a new pan-European advertising promotion, defence against a complaint lodged with the Advertising Standards Authority or the negotiation of an advertising agency agreement, we have specialist lawyers who have the experience to help.

The use of advertising, marketing and sponsorship as well as franchising and licensing are effective ways to exploit IPRs. We have specialists that understand the most effective use of these strategies to support the growth of successful businesses.

We have specific IP experience in:

- patents – litigation on infringement and validity, licensing, joint ventures to exploit patents, strategic advice
- trade marks – clearance, prosecution, brand portfolio management, enforcement and litigation
- copyright – both technical (e.g. computer software) and artistic (e.g. music and films)
- designs – both registered and unregistered, national and Community
- domain names – registration, monitoring and enforcement
- franchising, licensing and distribution (including dispute resolution and avoidance)
- promotions, marketing and sponsorship
- know how- protection, licensing and enforcement of all types of know how, in particular trade secrets
- online infringement
- anti-counterfeiting/ anti-piracy (creation and management of global anti-counterfeiting programmes for client brands)



Field Fisher Waterhouse



In the late '60s scientists accidentally developed a glue that just wasn't sticky enough. But a little creative thinking resulted in sticky notes. It takes good commercial acumen to spot an opportunity in the face of adversity.

Galileo and Newton are just two of the enquiring minds who have been instrumental in the development of the telescope. Being empowered by a passion to see further and know more leads to the most inspirational achievements.



Our approach.

Whatever your IP needs, whether you're looking to consolidate your portfolio, leverage its value for growth and expansion or protect your rights with litigation, we have the specialists and the experience to help you make the right commercial decisions. Our combination of commercial knowledge and legal experience means we can provide you with a well-rounded service that takes into account the strategic aims of your business as well as the relevant legal position.

Our international experience as well as our sector focus means we can offer a broad range of solutions and, where necessary, push the boundaries of existing laws with creative alternatives. As a result our team has been involved in some ground-breaking cases, some of which have resulted in new law.

We understand that you may be under pressure to reduce your legal expenditure and so we offer value for money and ensure that we deliver a high quality service at competitive fee rates. To achieve this we employ streamlined processes that have been tried and tested. We keep our teams small to

maximise effectiveness and efficiency. Where a case demands it, we have the breadth to ensure that it is appropriately resourced. We continuously review the status of litigation matters with our clients to allow us to adapt the strategy inline with your business objectives.

We have also developed a number of innovative products to help you protect and exploit your business at a fixed price. These include counterACT - a one-stop shop for anti-counterfeiting and anti-piracy needs; PreFix and OppoFix - a service for contacting applicants of conflicting trade marks and handling UK opposition proceedings; AdWise - a helpline for advertising, marketing and promotional activities; and PromoTerms - template terms and conditions for organisations that run promotions and competitions.

About us.

Field Fisher Waterhouse is more than just an international law firm. We embrace change as well as navigate and capitalise on the changing markets for the benefit of our clients. That makes Field Fisher Waterhouse different.


Clients choose to work with Field Fisher Waterhouse because we provide them with commercial solutions. We specialise in understanding the needs of companies that are innovative, technology driven and highly regulated.

We provide our clients with exceptional lawyers with industry expertise and strong commercial knowledge of their business. They value our flexible approach to teamwork and our willingness to build team structures and way of working to meet their specific needs.

This commercial attitude, combined with our empowering and down-to-earth style, means you can trust us to provide you with the best possible legal solutions.



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A coiled purple shoelace is shown against a black background. The lace is made of a braided material and is tightly wound into a spiral shape. The ends of the lace are visible, showing the braided texture. The lighting highlights the texture of the lace and the depth of the purple color.

Shoelaces have been around since the Bronze Age but the addition of holes for the laces in 1790 made for a better fit. It just goes to show that a supportive relationship can make an enduring and successful team.

