



Practice Areas

Intellectual Property

All businesses use or generate intellectual property and this is particularly so for creative and technology-based organisations, whose entire output might consist of original inventions, products designs, computer software or the like.

Indeed, in today's knowledge-based economy, intellectual property can be a business's most valuable asset. The challenge is how to identify and protect these assets and to maximise their value.

At Berg Legal we provide a comprehensive range of services to help protect, enhance and exploit your intellectual property rights, including a full filing service for trade marks and designs. Our approach is very much hands-on, and by offering a "one-stop-shop" service we can generate economies of scale and add value.

Patents

If you are involved in developing new technology or processes or have invented a new gadget it is almost certain that you will have invested a lot of time, effort or money in developing your ideas. The best way to protect your inventions may be by applying for a patent.

At Berg Legal we have experience of dealing with a wide range of technical issues. We can advise on filing and licensing strategies to protect and exploit your inventions in the UK or elsewhere and take steps to enforce these rights against others.

We will also ensure that you avoid any potential pitfalls that may prevent you from securing patent protection.

Trade Marks

Your reputation and goodwill is paramount. Most businesses have unique branding, ranging from a simple trading name to a comprehensive corporate image and a host of product names.

We have advised a wide range of businesses in all fields on how best to safeguard their trade marks and brands. We provide a full range of trade mark services, including registration, licensing, policing and enforcement, and our commercial approach gives us a thorough understanding of business needs so that we can advise on the lifecycle of a brand from the cradle to the grave.

Our international expertise extends to Europe and beyond and this is essential when dealing with cross border transactions or infringement.

Designs

Changes in design law over the last few years mean that it may be more important than ever and, whether you produce functional engineering drawings or beautiful contemporary furniture, design can be a valuable part of your business.

At Berg Legal we offer a full design registration service in both the UK and the EU, and we are experienced in advising on community unregistered design and UK design right.

Copyright

Copyright doesn't only protect works of art and best-selling novels but can also protect some fairly mundane items such as technical manuals or instruction leaflets. In a commercial context photographs, software, logos, website content, reports and presentations (amongst others) may be protected by copyright.

Often copyright is part of a bundle of other rights and it is possible for multiple copyrights to exist in the same materials or item.

At Berg Legal we provide a holistic approach so nothing "falls through the gaps" and our lawyers are experienced in dealing with complex copyright issues.

Confidentiality

Maintaining confidentiality can be crucial. It may be vital for research and development, protecting know-how or secret ingredients, formulas and recipes and for protecting commercially sensitive information.

At Berg Legal, we have the experience to produce effective solutions. We have broad experience of drafting suitable confidentiality agreements and licences to protect and exploit know-how and other information.

Exploitation

Once your new ideas are ready for commercial exploitation, there are many different routes from which to choose. Licensing or distribution agreements are a good way of sharing development costs and obtaining value from your new technology. Franchising can provide you with a quick route to market and spread the risk and cost of developing new territories.

You may want to enter into a joint venture with a business partner or transfer new technology into a special purpose vehicle or subsidiary to ring-fence the intellectual property, or you may consider selling the technology to a third party or buying in technology from an outside company to facilitate your own strategy.

At Berg Legal our approach to licensing, distribution and franchising agreements or other technology transfers goes beyond merely producing words on paper. Our negotiating skills

are firmly secured in solid experience, the same experience that generates ideas and suggestions that ensure our clients get the best possible deal.

Key Contacts

Stephen Foster, Partner.
e. stephenf@berg.co.uk
t. 0161 833 9211

Paul Tomlinson, Solicitor
e. pault@berg.co.uk
t. 0161 833 9211

Any of our solicitors can be contacted via our main telephone number, 0161 833 9211, or via email at help@berg.co.uk

berg legal 35 peter street manchester m2 5bg
t. 0161 833 9211 f. 0161 834 5566 e. help@berg.co.uk
dx 14379 manchester 1 www.berg.co.uk Regulated by the Law Society

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