

AA THORNTON

INTELLECTUAL PROPERTY LAW

Cosmetics & Personal Care

It's our people that make the difference



About us

AA Thornton is a leading Intellectual Property firm based in London. Our team of committed and passionate individuals includes patent, trade mark and design attorneys, as well as litigation solicitors, working with clients across a huge range of technologies and commercial fields. We firmly believe it is **our people that make the difference** and this sets us apart from others.

We are delighted to have been consistently ranked by Legal 500 UK as a “Leading Firm”. Our IP professionals are also regularly recommended in WTR 1000 World’s Leading Patent Professionals, Who’s Who Legal and Managing IP’s IPStars.

Our vision is “**to be your preferred intellectual property firm**”, and we are committed to providing every client with a personalised, superior service that reflects their commercial needs.

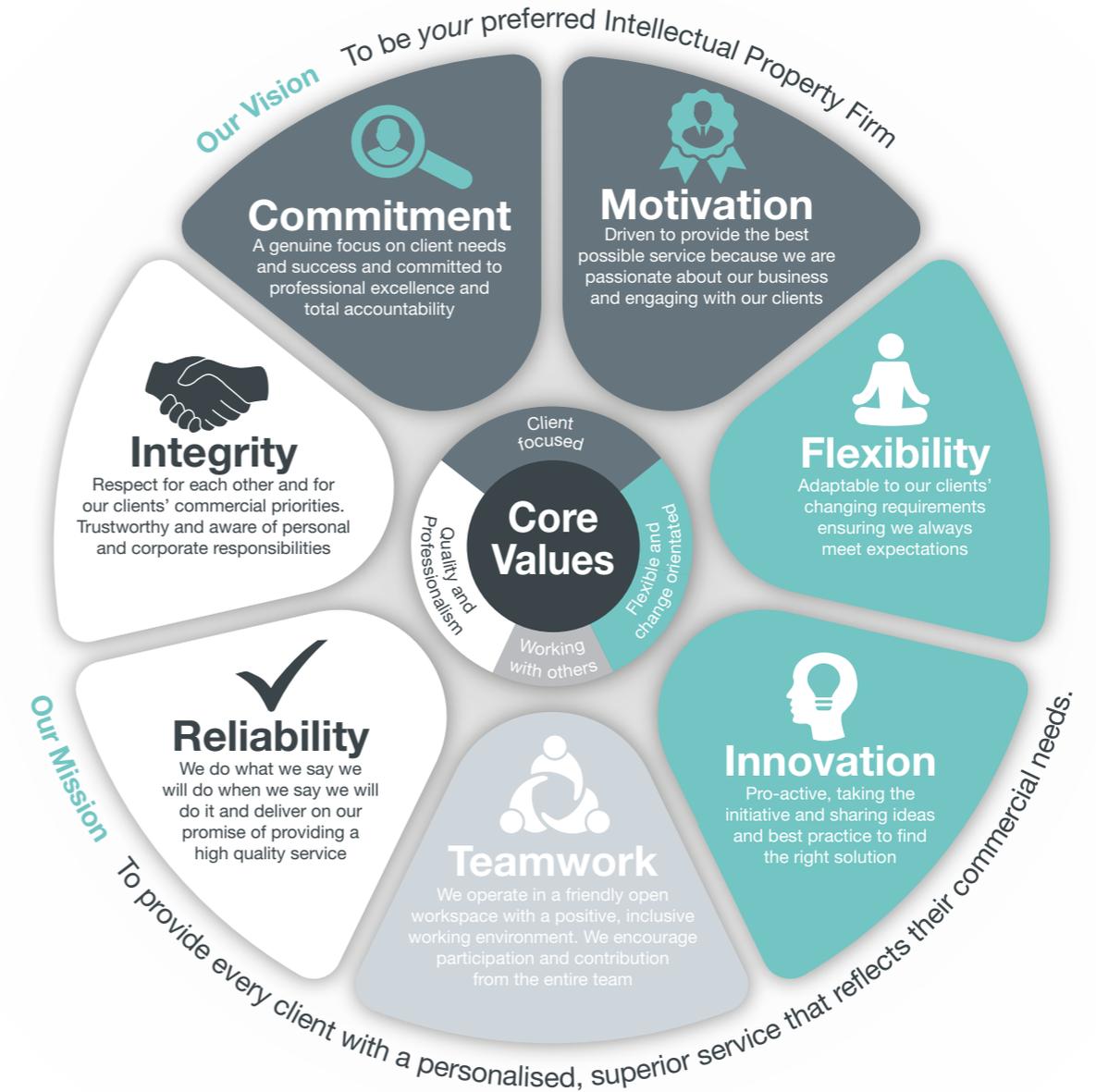
Our patent and trade mark teams are highly qualified and experienced in all areas of intellectual property – from patents and trade marks, to copyright, design rights and domain names. We have specialist expertise and technical backgrounds that enable us to work with a broad spectrum of industry sectors on a global basis. We advise multinational corporations and SMEs, as well as individuals and universities and ensure that their inventions, brands and designs are expertly protected and their risks are minimised.



IPINCLUSIVE
Working for diversity and inclusion in IP

We are delighted to be involved with IP Inclusive, which is an organisation that promotes diversity and inclusion within the various IP professions. AA Thornton were among the first signatories to the IP Inclusive charter, which is part of our ongoing commitment to improving diversity and inclusion. We take an active lead in IP Inclusive, such as the project to promote careers in IP to schools and universities through the “Careers in Ideas” initiative.

Our values



Our expertise

The firm's Cosmetics and Personal Care team enjoys an international reputation, and benefits from attorneys and solicitors from a wide range of professional and academic backgrounds. A number of our professionals have previously held in-house positions within chemistry and biology-based industries, and we actively leverage this experience across the team.

The diverse professional skill set of our team members means that we are well placed to provide advice on both contentious and non-contentious issues across the full spectrum of patent, trade mark, design and other IP matters.

Collectively, we are proud to have represented a number of companies within the cosmetics and personal care industry, from end-product corporations to suppliers of essential ingredients.

We are a friendly and approachable team with an open and collaborative working style. Clients tell us that they value our understanding of their businesses, and the holistic approach that we take to the assessment of the legal, commercial and regulatory issues which affect them. We work regularly alongside in-house legal counsel, but are equally comfortable liaising directly, for example with colleagues in R&D, Business Development, Regulatory and Commercial affairs. Quite simply, our aim is to integrate seamlessly as a trusted adviser upon whom anyone can call.

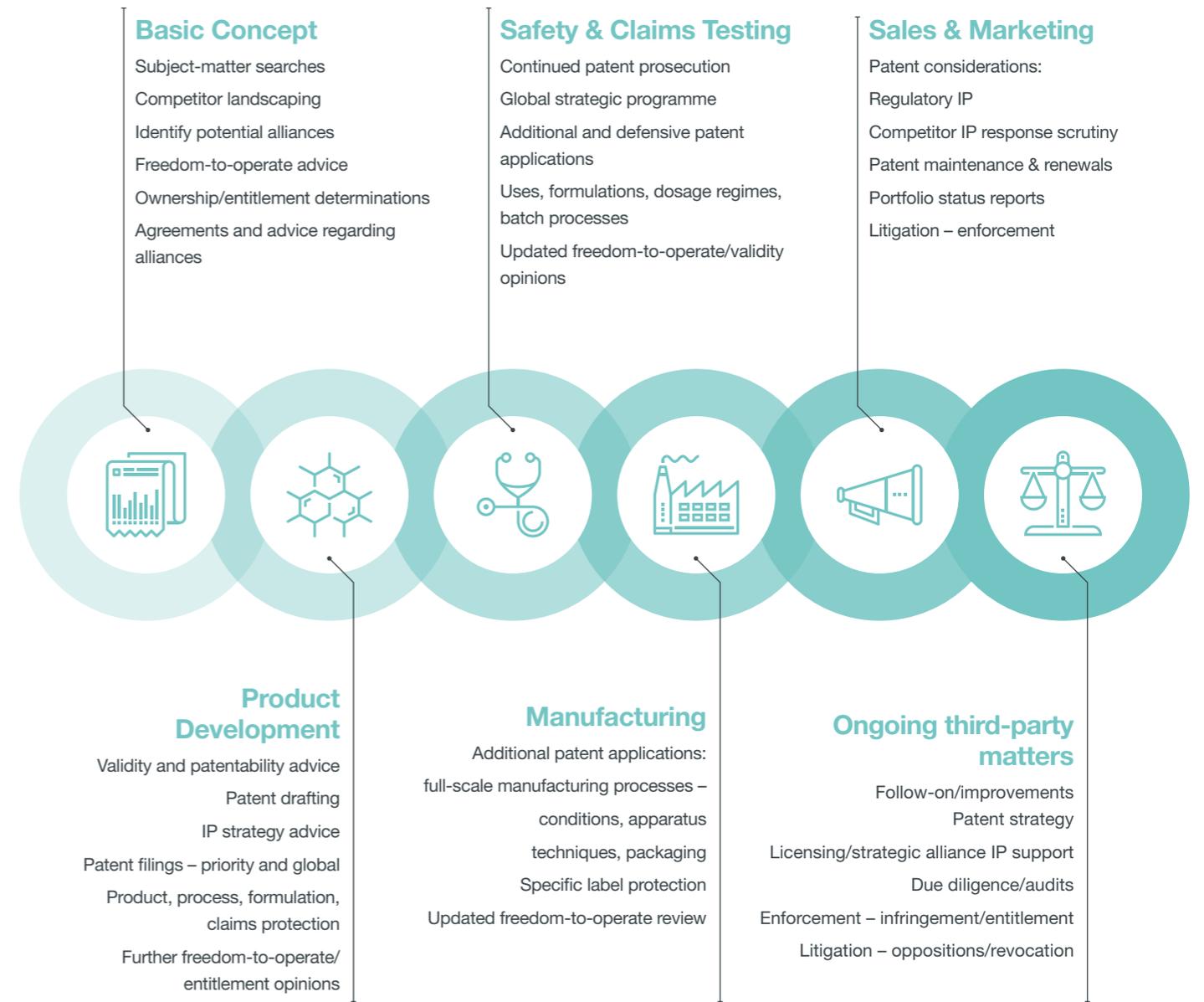
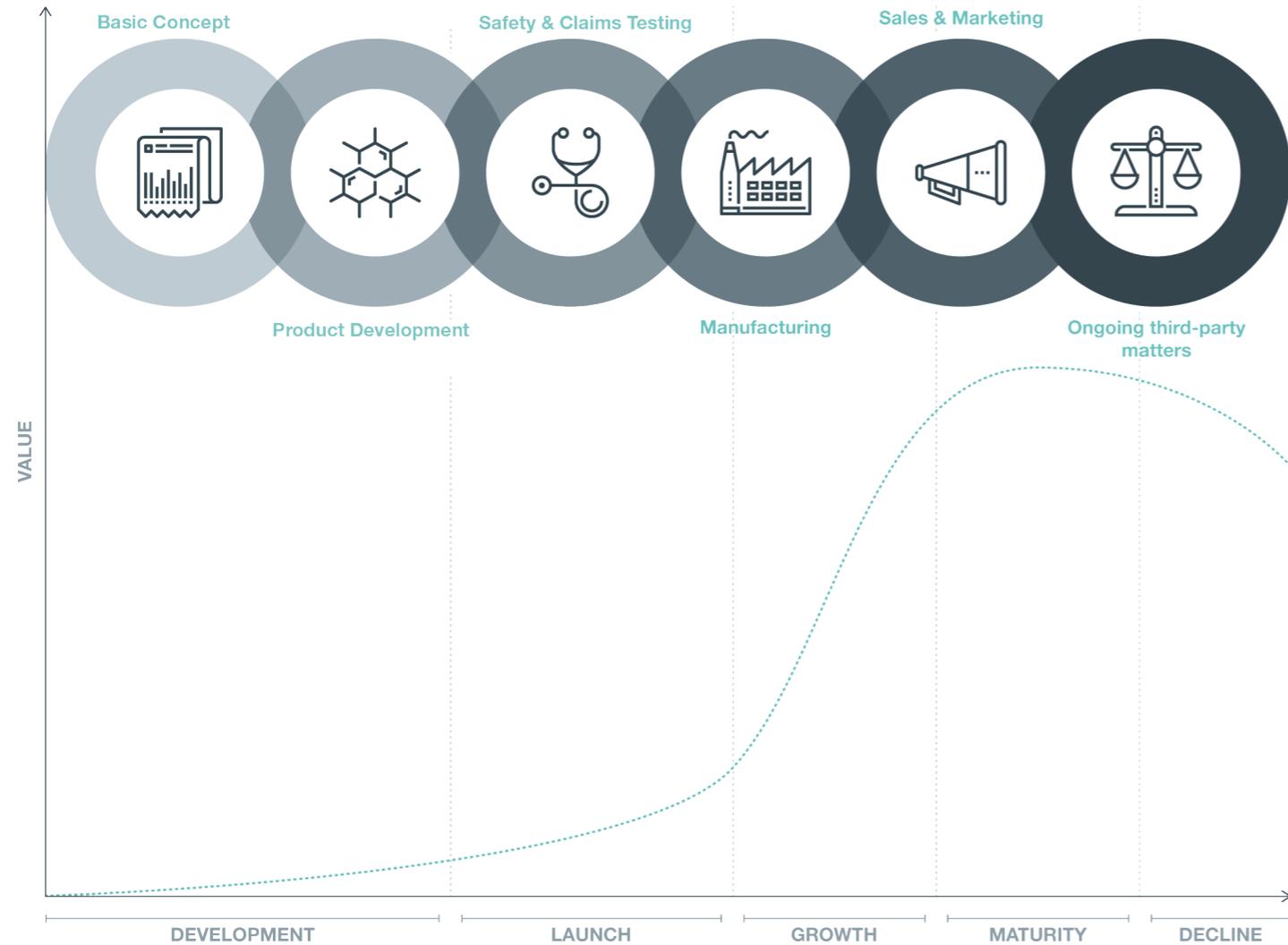
Our clients in the sector

We are proud to have a significant number of long-standing clients, based across the world, with whom we have very strong relationships. Our approach is always to ensure that we provide our services in a way which complements each and every client, and reflects their preferred way of working. This involves creating close relationships with individuals and teams in our clients' organisations, and significant effort is invested to develop these through regular client visits and international travel wherever they are based.

Here is a selection of the Cosmetics and Personal Care clients we represent:



Our support to you at each stage of your product life cycle



Our key team members

Sarah Darby Partner, Trade Mark Attorney



Sarah is a UK Chartered Trade Mark Attorney and European Trade Mark and Designs Attorney. Sarah handles trade marks, designs and copyright in the UK, EU and worldwide. She advises on all types of trade mark matters from the inception of a brand and checking its availability to obtaining registrations, commercialisation of rights and enforcement of rights in opposition actions, cancellation actions and litigation.

Sarah also deals with domain name registrations, purchases and complaints, as well as customs and counterfeit issues. Sarah has experience in advising both domestic and international clients and has a range of experience in the cosmetics and personal care sectors.

Sarah regularly works in close collaboration with in-house marketing, branding and design teams when it comes to launching new products. This includes devising quick, cost effective searching strategies for narrowing down lists of potential brands and providing clear accessible advice so the teams can understand any potential commercial risks to the business.

Sarah also regularly reviews new packaging to advise on potential protection strategies via trade mark and design registration, as well as identifying and providing advice to help reduce identified risks. She has extensive experience of working with FMCG brands as well as luxury brands, and brings a practical and commercially focused outlook on securing and enforcing brands, and dealing with conflicts when they arise.

A selection of Sarah's key clients include:

- [Merck KGaA](#)
- [Jimmy Choo](#)
- [Paul Smith](#)
- [Jordans](#)
- [Ryvita](#)
- [Dorset Cereals](#)

Dr Marianne Privett Partner, Patent Attorney



Marianne began her patent career in 2003 at [Johnson Matthey](#). Whilst at [Johnson Matthey](#), Marianne helped draft and prosecute patent applications relating to a range of chemical technology, including pharmaceutical products, opiate and opioid pharmaceutical products, pharmaceutical compositions and pharmaceutical manufacturing processes, and helped to manage global patent portfolios.

She moved into private practice in 2007 and has subsequently gained further experience in life sciences and biotechnology, including drafting and prosecuting patent applications relating to cosmetic applications for clients including [Estée Lauder](#).

A selection of Marianne's key clients include:

- [Hovione International](#)
- [Cipla Ltd](#)
- [Chevron Phillips Chemical Company \(CPChem\)](#)
- [Helix Biomedix Inc.](#)
- [Ohio State University Research Foundation](#)

Julie Barrett-Major Consulting Attorney



Julie leads our Cosmetics and Personal Care group, and is a member of our Chemistry, Biotechnology and Pharmaceuticals patent team.

After graduating in Business Administration and Chemistry, Julie qualified as a Chartered and European Patent Attorney in 1981 whilst working for The Wellcome Foundation Ltd (now [GSK](#)). After periods at Sandoz AG (now [Novartis](#)) in Basel and [Merck & Co., Inc.](#), she spent some years in private practice, when her interest and expertise in cosmetics and personal care – ingredients, final products, and branding and packaging – developed.

In particular, Julie has provided freedom-to-operate, patentability patent drafting, advocacy (at the European Patent Office), and global filing and prosecution services to companies including:

- [Boots plc](#)
- [Croda](#)
- [Estée Lauder](#)
- [Henkel](#)
- [Reckitt & Colman \(now RB\)](#)
- [Revlon](#)

Julie brings a strong commercial and business strategy focus to the whole gamut of IP. This includes global protection of IP, managing litigation, auditing organisations' IP portfolios and rationalising them to fit financial and commercial objectives, and undertaking due diligence e.g. for licensing/investment/marketing opportunities; she is always mindful of the aims of the client's organisational and business interests.

Julie presented on Patenting New Natural Cosmetics at the In-Cosmetics Formulation Summit, London in 2017; and on various aspects of cosmetics and personal care patenting at the In-Cosmetics Korea Exhibition in Seoul in 2018.



Nidhi Mukhuty,
Associate, Trade Mark Attorney

Nidhi is a UK Chartered Trade Mark Attorney and European Trade Mark and Designs Attorney. She handles trade mark, design and copyright cases for clients in a diverse range of industries, with a particular focus on the cosmetics, clothing, food & beverages, oil & gas, hospitality, finance, automotive and publishing industry sectors.

Nidhi has a background in biology and chemistry which complements her legal experience and helps to provide an added depth of understanding to her work, especially in the cosmetics and personal care sectors. She has advised clients on a range of issues from filing through to prosecution of trade mark applications in the UK, EU and worldwide, advising on contentious and non-contentious matters as well as registering UK or EU designs. Nidhi has successfully defended applications against serious objections and provided clients with positive outcomes.



Varuni Paranavitane
Associate, Solicitor

Varuni qualified as a solicitor in 2011 and was involved in a global patent litigation co-ordination project for [Novartis](#) for several years during her time at Bristows. She has also gained experience in UK high court actions. Varuni has advised on both regulatory law aspects from a medical devices point of view and on life sciences corporate transactions from an IP perspective. She has published articles on various aspects of IP law in the pharmaceuticals sector, such as on patentability of DNA.

Varuni began her career studying Biochemistry at Imperial College and followed on to a PhD and research career studying cell signalling pathways at Cambridge University. She identified a novel signalling protein involved in the kinase pathways which impact upon cancer and cell survival, and published her research in peer reviewed journals. She sits on the Intellectual Property Advisory Committee of the UK BioIndustry Association.

Varuni attended the In-Cosmetics Formulation Summit, London in 2017 and has recently advised on CE certification of hair conditioner products.

What our clients are saying about us

“A.A. Thornton & Co.’s level of service is ‘outstanding’ – ‘timeliness and appropriateness of advice are a constant’ according to clients, who rate the level of scientific knowledge displayed by the partners and associate lawyers as ‘excellent’. The team is highly experienced in European and UK patent prosecution and EPO oppositions and appeals, and following the arrival of IP litigator **Geoff Hussey**, who joined from Bird & Bird LLP, the team is increasingly handling high-stakes contentious patent cases. Highlights included successfully representing RSR in patent infringement proceedings in Germany relating to a medical diagnostic kit; According to clients, **Craig Turner**’s main strength is ‘his ability to quickly understand complex applications’ in the fields of chemistry, chemical engineering, pharmaceuticals and biotechnology. Also recommended are **Marianne Privett** and **Lawrence King**, who are ‘very knowledgeable both in Chemistry and in IP law’.” **Christopher Burnett** is a “further name to note”

Extract from the Legal 500 2017

“The service has been excellent.”

Pharmaceutical company

“Thank you for your analysis. This is exactly the insight that we need to enable us to formulate a response in this case.”

Chemical producer

“As I’ve mentioned before, we are indeed thrilled with

your firm – your service and work quality is absolutely superior to others in Europe.”

US Attorney, Intellectual Property law firm

“Halliburton has worked with A.A. Thornton & Co. for nearly 40 years, and we are delighted with the service they have provided during our many years of working together”

Clive Menezes, Senior VP and Chief Patent Counsel
Halliburton

“A.A. Thornton & Co. maintains its position among the elite patent practices in the nation, largely based on its frequent successful representation of individuals, academic institutions, SMEs and multinational corporations such as Halliburton, Chevron, British Sugar, Tyco, and the pharmaceutical companies Cipla, Bial and Meda Pharma. **Mike Jennings** heads the electrical engineering side, while **Martin Hedges** concentrates on matters arising from the automotive, electro-mechanical and mechanical engineering fields. **Craig Turner** handles contentious and non-contentious issues in the chemistry, pharmaceutical and biotechnology industries. The team bolstered its roster in May 2016 with the recruitment of IP litigation specialist **Geoff Hussey** from Bird & Bird LLP.”

Extract from the Legal 500 2016

More about our services and expertise



Patents

Our patent attorneys have a wealth of experience in all aspects of patent law, and can advise across a wide and diverse range of technical areas.

- Chemistry, Biotechnology & Pharmaceuticals
- Electrical Engineering, Electronics, Telecoms & IT
- Engineering, Physics & Mechanical Devices

Whether you are a sole inventor or large corporation, protecting your ideas is vital. Our European and UK Patent Attorneys can act on your behalf, presenting your case to the UK Intellectual Property Office (UK IPO), the European Patent Office (EPO) and the World Intellectual Property Office (WIPO). Thanks to our network of associates overseas, we can advise on different patent laws and protect or defend you anywhere in the world.



IP Transactions, Ownership & Licensing

We regularly advise clients in relation to commercialising their IP. When entering into negotiations for contracts involving IP it is important that clients’ interests are protected and that the appropriate rights are secured in the transaction.

We have the experience and focus to help guide you through what is a technical legal area to achieve a result that meets your commercial aims for all of your non-contentious IP requirements.

Our services include:

- Drafting assignments and licences
- IP contract reviews
- IP due diligence
- IP audits
- Developing IP ownership and licensing structures
- Dispute settlement agreements
- Recording transactions at Intellectual Property Offices



IP Strategy & Audits

We will work with you to put in place effective strategies for the protection and commercialisation of your IP.

Our services include:

- IP audits
- IP due diligence
- IP portfolio management and maintenance advice
- Project reviews to identify potential IP
- Strategy reviews
- IP litigation strategic advice
- Marketplace and competitor surveillance
- Advice on upcoming Unified Patent Court opt-outs
- Parallel imports – advice, reviews, procedures



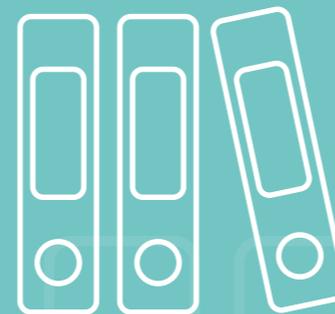
IP Litigation

Our IP litigation and legal department advises on all aspects of IP law. Our experience and expertise ranges from dealing with small IP disputes (often resolved in negotiation), to hard-fought high-value IP litigation and coordinating parallel actions in other jurisdictions.

Our litigation approach is, where appropriate, for IP solicitors to work closely with our patent or trade mark attorneys to provide a coordinated approach to both enforcement and protection – ensuring the best possible resolution of IP disputes. The strength of our collective technical expertise also ensures that we can understand the necessary complexities involved in each case.

Our services include:

- IP portfolio and litigation strategies
- Patent litigation
- Trade mark, copyright and design right litigation
- Arbitration and mediation
- Licensing disputes
- Coordinating with local counsel in parallel actions around the world
- Settlement advice



Trade Mark, Design and Copyright Portfolio Management

Our patent and trade mark attorneys regularly advise on IP portfolio management, with a focus on alignment with each client's overall corporate objectives and strategy.

We understand the need to review expenditure, IP asset value and portfolio management decisions on a regular basis, and to check alignment with the current business objectives and market conditions. We approach this with a desire to understand your business needs and to provide a solution that achieves your objectives efficiently and cost-effectively.



IP Due Diligence & Freedom to Operate or Freedom to Use

We have considerable experience advising clients in relation to commercial due diligence activities across the full spectrum of IP rights. Clients value our commercial focus and attention to detail in helping them to evaluate and realise new business opportunities.

Our services include:

- IP due diligence for clients seeking to commercialise their own IP
- IP due diligence for clients seeking to acquire third party IP
- Freedom-to-operate or freedom-to-use assessments



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AA Thornton

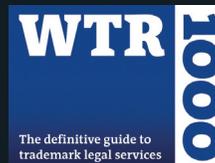


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The information in this booklet is general information only and is not intended to constitute legal advice. If you wish to explore protection and associated costs for any of the types of intellectual property discussed, please contact one of our patent, trade mark or design attorneys. November 2018.