

AA THORNTON

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INTELLECTUAL PROPERTY LAW

# Cosmetics & Personal Care

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It's our people that make the difference



## About us

We are a leading Intellectual Property firm based in London and Munich. 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 provide the full range of IP services to clients around the world, from prosecution to litigation, in patent law, trade mark, design and copyright law.

Having an excellent understanding of our clients' industries and the challenges they face is key to us delivering commercial, insightful legal advice. Our highly qualified industry teams are made of attorneys and solicitors who work together to share knowledge and experience. We firmly believe *it's our people that make the difference* and that this sets us apart from others. Simply stated, we speak our clients' technical language!

We offer a completely bespoke service at a competitive price. We pride ourselves on our genuine desire to understand the way clients want to work with us, and provide every client with a personalised, superior service that reflects their commercial needs. Our advice is always in-depth, commercial and accessible. We ensure that your inventions, brands and designs are expertly protected and your risks are minimised.

We have a wealth of experience in all aspects of patent law and can advise across a wide and diverse range of **innovations** and technical areas. Whether you are a sole inventor or large corporation, protecting your ideas is vital and we have the leading knowledge to help you. We work seamlessly with legal counsel, R&D, Business Development, Regulatory and Commercial Affairs departments to become an integral part of your team.

**We love brands.** We are passionate about protecting, enforcing and commercialising your trade marks, as well as safeguarding them through dispute avoidance and dispute resolution. We represent clients before the UK IPO, the EU IPO and the WIPO as well as working with an extensive network of established attorneys around the world to provide complete global coverage.

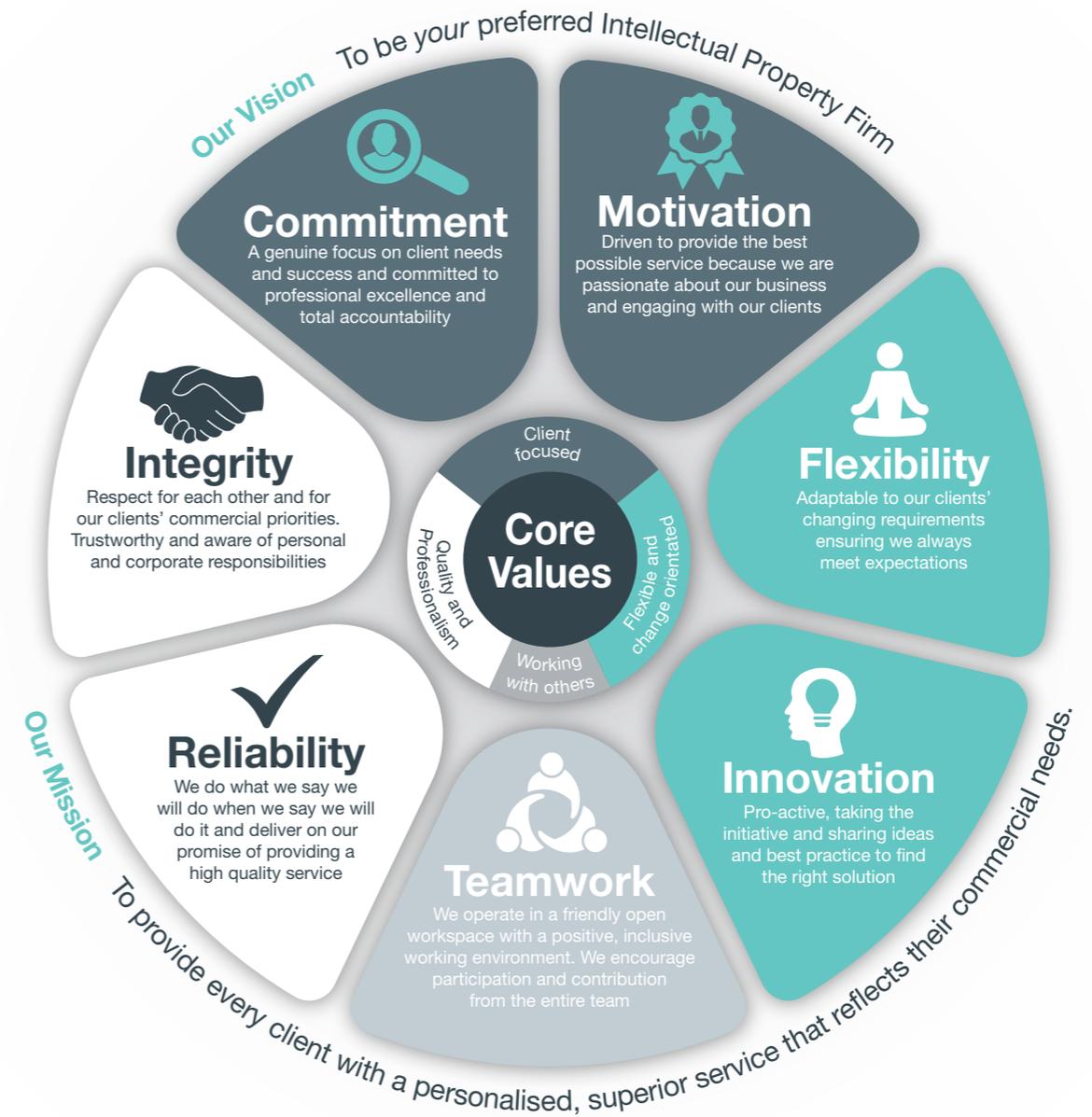
Our attorneys and lawyers regularly speak at conferences, and publish articles in leading magazines. We are passionate about innovation and enjoy nothing more than working on new or complex technologies.

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.

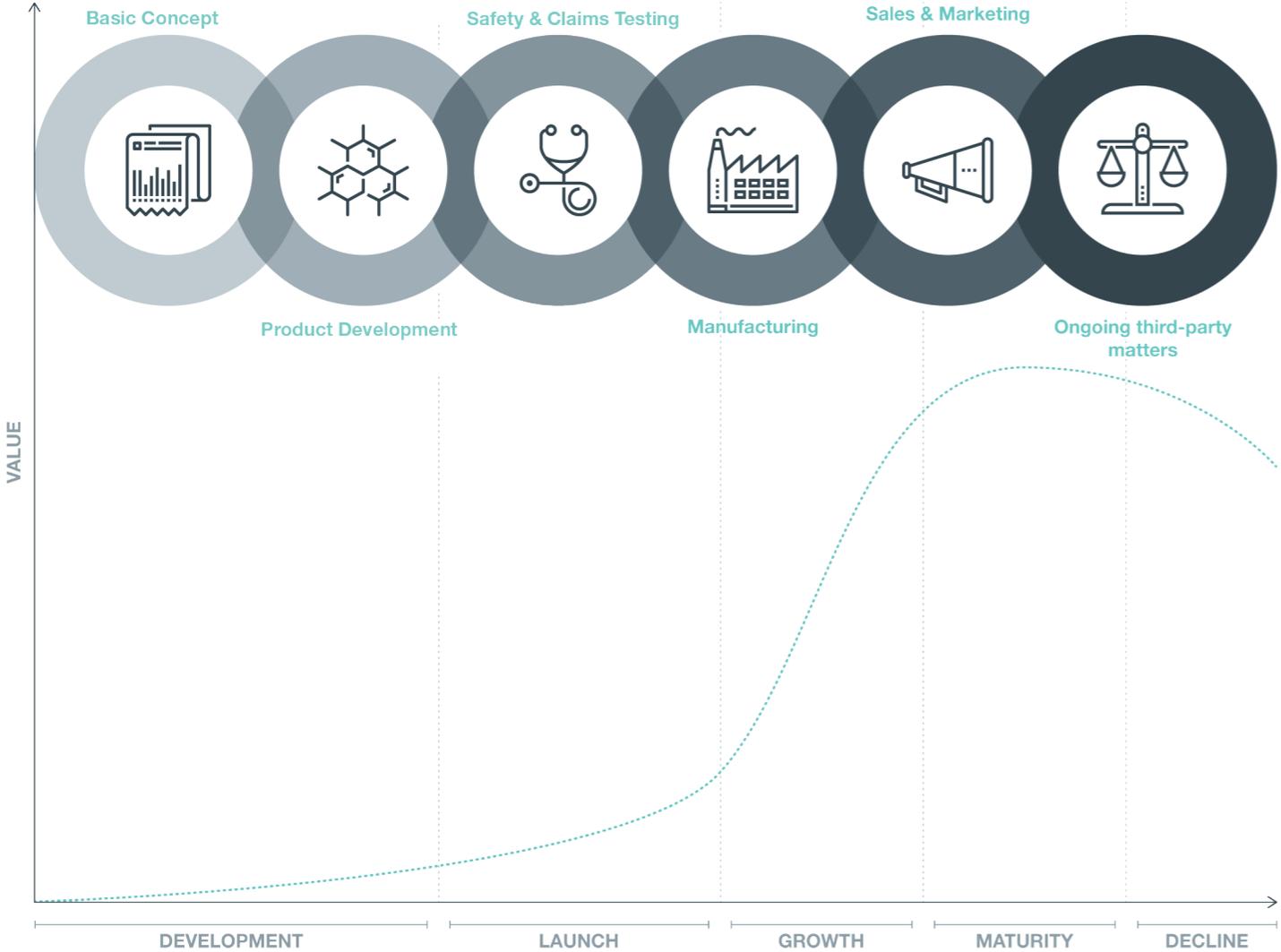


We are delighted to be involved with IP Inclusive, which is an organisation that promotes diversity and inclusion within the various IP professions. AA Thornton were among the first signatories to the IP Inclusive charter, which is part of our ongoing commitment to improving diversity and inclusion. 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 support to you at each stage of your product life cycle



<p><b>Basic Concept</b></p> <ul style="list-style-type: none"> <li>Subject-matter searches</li> <li>Competitor landscaping</li> <li>Identify potential alliances</li> <li>Freedom-to-operate advice</li> <li>Ownership/entitlement determinations</li> <li>Agreements and advice regarding alliances</li> </ul>	<p><b>Safety &amp; Claims Testing</b></p> <ul style="list-style-type: none"> <li>Continued patent prosecution</li> <li>Global strategic programme</li> <li>Additional and defensive patent applications</li> <li>Uses, formulations, dosage regimes, batch processes</li> <li>Updated freedom-to-operate/validity opinions</li> </ul>	<p><b>Sales &amp; Marketing</b></p> <ul style="list-style-type: none"> <li>Patent considerations:</li> <li>Regulatory IP</li> <li>Competitor IP response scrutiny</li> <li>Patent maintenance &amp; renewals</li> <li>Portfolio status reports</li> <li>Litigation – enforcement</li> </ul>			
<p><b>Product Development</b></p> <ul style="list-style-type: none"> <li>Validity and patentability advice</li> <li>Patent drafting</li> <li>IP strategy advice</li> <li>Patent filings – priority and global</li> <li>Product, process, formulation, claims protection</li> <li>Further freedom-to-operate/entitlement opinions</li> </ul>	<p><b>Manufacturing</b></p> <ul style="list-style-type: none"> <li>Additional patent applications:</li> <li>full-scale manufacturing processes – conditions, apparatus techniques, packaging</li> <li>Specific label protection</li> <li>Updated freedom-to-operate review</li> </ul>	<p><b>Ongoing third-party matters</b></p> <ul style="list-style-type: none"> <li>Follow-on/improvements</li> <li>Patent strategy</li> <li>Licensing/strategic alliance IP support</li> <li>Due diligence/audits</li> <li>Enforcement – infringement/entitlement</li> <li>Litigation – oppositions/revocation</li> </ul>			

## 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.

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.

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.

## 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 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. 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 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



**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 (CPCChem)
- Helix Biomedix Inc.
- Ohio State University Research Foundation



**Varuni Paranavitane**  
Senior 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 BiIndustry Association.

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The ‘excellent’ A.A. Thornton & Co. ‘goes the extra mile to provide outstanding customer service’

**Legal 500**

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## 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



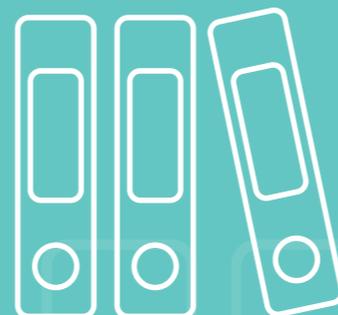
## IP Litigation

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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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. July 2019