

AA THORNTON

INTELLECTUAL PROPERTY LAW

It's our people
that make the
difference

Client focused | Collaborative | Professional | Flexible

Intellectual Property strategies for SMEs

Our five questions to you

1. What is your business plan?

Whether it is a formal written plan, or just an idea, or outline, we would like to review it with you so we can help create an IP strategy that directly supports your business plan. We work with clients across all industry sectors to put in place effective strategies for the protection and commercialisation of their intellectual property (IP).

2. Do you know what rights you already have?

Have you created a new product, or technology, or developed a new brand perhaps? You may have more rights than you know! Working with you to carry out an IP Audit allows us to identify what IP you already have and what opportunities might exist for additional protection.

3. Have you thought of what you would like to be protected, and where?

Just because it can be protected, doesn't mean it should be. We can talk you through the pros and cons of seeking protection in various jurisdictions. Ultimately we want to ensure that your IP is aligned with, and supports, your business strategy, and that you are not spending money unnecessarily.

4. Are you aware of the potential risks associated with IP?

We can talk you through the potential risks that come with different filing strategies. We can help you identify and, hopefully, deal with potentially problematic Third Party Rights which may restrict your ability to carry out your plans, as well as carry out and analyse searches to provide competitor intelligence.

5. Have you thought about how IP interactions with Third Parties might proceed?

We can help you defend your own IP rights against challenges, or challenge third party rights. We can also help you to carry out, or prepare for, a due diligence. We can advise you regarding enforcing your rights against Third Parties, or monetising and exploiting your IP assets through a number of commercial options. And if it comes to it, we can work with you to defend yourself against Third Party actions and litigation. Whatever it might be, we will be with you every step of the way.



Alex Bone

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Working with small companies and owner/inventors have provided some of the most interesting and rewarding experiences of my career.



Our services to SMEs

Identifying rights and creating a strategy:



Audit



Strategy

Obtaining and protecting those rights:



Patents



Trade Marks



Designs



Domain rights



Copyright



Portfolio Management

Dealing with third-parties and enforcing rights:



Anti-counterfeiting



Co-existence & Settlements



Resolution & Disputes



Oppositions & Revocations



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“As a small but fast growing business [AA Thornton] have guided us through the often complex and subjective world of IPR. We can move forward with our business and develop new products with confidence with AAT as part of our wider team.”

- John Abrahams, Co-founder,
Hiplok

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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. March 2020.