

AA THORNTON

INTELLECTUAL PROPERTY LAW

It's our people  
that make the  
difference

Client focused | Collaborative | Professional | Flexible

## WHY US

### We love winning!

We are a bit of a competitive bunch...inside but also outside of the office! We absolutely love winning, be it an opposition at the EPO, an infringement case at the Court of Appeal, or the defence of a trade mark registration all the way to the High Court...or even the London Great City Race! This competitive streak is what drives us to achieve success for our clients.

### We are passionate about innovation

At AA Thornton we are passionate about innovation and working on new or complex technologies! You will find us at numerous trade shows and science exhibitions throughout the year where we enjoy sampling the latest developments in technology, motor sports, pharmaceuticals, retail, and many more.

### We want to be involved in the success of our clients

Playing a part in our clients' success by offering them not just excellent legal advice but also strategic and commercial advice is hugely motivating. We win when our clients win, and remember... we love winning!



## ABOUT US

We are 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 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.

Our corporate vision is  
"To be *your* preferred Intellectual Property Firm"

## OUR INDUSTRIES

WE WORK ACROSS A WIDE RANGE OF INDUSTRIES, INCLUDING:



AGRICULTURE



AUTOMOTIVE &  
AEROSPACE



COSMETICS &  
PERSONAL  
CARE



ELECTRONICS &  
ELECTRICAL  
ENGINEERING



FASHION



IT &  
COMMUNICATIONS



MEDICAL  
DEVICES



OIL, GAS &  
PETROCHEMICALS



PHARMACEUTICALS



RETAIL,  
FOOD & DRINK

## OUR WORK

Design  
case example

### Poul Chang vs Bailcast

We have recently secured a declaration of non-infringement from the UK court for Taiwanese company Poul Chang in relation to its CV-boot tool and a registered community design owned by Bailcast.

The case also involved success in defending a stay application brought by Bailcast relating to a parallel German infringement action against a Poul Chang German distributor. This was the first time the UK court considered the jurisdictional interplay between the Community Designs Regulation and the Brussels Regulation.

Patent  
case example

### LycoRed - lycopene food colorant

LycoRed's European patent, concerning the colourant lycopene used for providing stable red colouring for foods, cosmetics and pharmaceuticals, was opposed.

We successfully defended the patent at the EPO opposition hearing, including maintaining it in completely unamended form. This result was important because it has enabled LycoRed to maintain their position in this market and to maintain protection for a number of different, but related, compositions.

Trade Mark  
case example

### Primark Holdings - LOVE TO LOUNGE

Primark's registered European Union trade mark LOVE TO LOUNGE was challenged on the basis of descriptiveness in relation to clothing and footwear.

We defended the registration successfully at the EUIPO cancellation division, before the Board of Appeal and finally at the General Court. Few trade mark cases are contested all the way up to the General Court and in this case we were successful at each stage: our defence was upheld and the other side's challenge dismissed on substantive grounds by each of the Tribunals/Court.

## BRAND MANAGEMENT

WE WILL HELP YOU DEVELOP, GROW, PROTECT AND ENFORCE YOUR BRAND



TRADE MARKS



COPYRIGHT



ANTI - COUNTERFEITING



DESIGNS



DOMAIN NAMES

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 team also provides expert advice and services related to design rights, copyright and domain names. We have a wealth of expertise in online enforcement, regularly prosecuting domain name complaints targeted at cyber-squatters. We also have specialist experience in assisting clients with global anti-counterfeiting strategies, and have most recently written the UK section of 'Anti-Counterfeiting 2020 – A Global Guide' by the World Trade Mark Review.



We manage substantial IP portfolios for our clients and provide them with sensible, commercial advice tailored to their needs. We advise on brand management, provide strategic advice, assist in setting up and implementing IP licensing and ownership structures, and carry out IP due diligence.

Our experience and client base spans a number of industry sectors including retail, fashion, food and drink, automotive, pharmaceuticals and medical devices, and we are proud to represent long established international brands and household names.

Jordans and Ryvita

Jimmy Choo

Admiral

Virgin

Twinnings

Paul Smith

Whistles

Calor Gas

CK Hutchison



“

A fantastic resource which you can rely on totally for trademark matters in Europe

– **World Trademark Review**

”

“

This is most certainly a unique practice. Their key strengths and capabilities are the uniformly very high standard of patent and trade mark work across the entire firm; very good communication skills; ability to obtain excellent results; and the exceptionally high level of honesty and trust. Their cost structure is very fair and they are nice people to do business with. Overall, this is an outstanding firm, and I cannot recommend it too highly.’

- **Legal 500, 2021**

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# INNOVATIONS

WE ARE PASSIONATE ABOUT TECHNOLOGY, AND WE SPEAK YOUR LANGUAGE

 <p>CHEMISTRY, BIOTECHNOLOGY AND PHARMACEUTICALS</p>	 <p>ENGINEERING, PHYSICS AND MECHANICAL DEVICES</p>	 <p>ELECTRICAL ENGINEERING, TELECOMS AND IT</p>
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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.

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



We operate in many different industries from oil and gas to automotive to pharmaceuticals, or medical devices and agriculture, to name just a few.

Having an excellent understanding of our clients' industries and the challenges they face is key to us delivering commercial, insightful legal advice. Our industry teams are made of attorneys and solicitors who work together to share knowledge and experience. This allows us to speak our clients' technical language.

Allegro Microsystems	Cipla	Chevron Phillips Chemical
CK Hutchison	IBM	Halliburton
Bosch	Associated British Foods	Novartis



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“AA Thornton’s unique combination of skilled technical know-how and unquestioned legal expertise have made them my go-to European firm for over a decade.”

**- Wick Phillips Gould  
& Martin LLP**

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We are very pleased to be the only UK IP firm invited by the EPO President to join the European Patent Office’s new Quality Working Group. This enables us to provide feedback on behalf of our clients and to represent their concerns in front of the Standing Advisory Committee before the European Patent Office (SACEPO).

# COMMERCIAL IP

WE WORK WITH YOU TO EXPLOIT AND MONETISE YOUR IP

 PORTFOLIO MANAGEMENT	 IP STRATEGY & AUDIT	 IP TRANSACTIONS, OWNERSHIP & LICENSING	 COEXISTENCE & SETTLEMENT AGREEMENTS
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Our Commercial IP team will guide you through the best ways to maximise your IP assets. We cover the full range of IP rights including: patents, trade marks & passing off, design rights, copyright, domain names, confidential information & trade secrets, and anti-counterfeiting.

We advise on IP portfolio management, with a focus on alignment with each client's overall corporate objectives and strategy. We have considerable experience advising clients in relation to commercial due diligence activities across the full spectrum of IP rights. We make sure your interests are protected by advising you on the most effective commercial strategies such as ownership, licensing and IP transactions.



Our trade mark attorneys and our Commercial IP team work closely together. This enables us to offer you a complete, tailored service from initial research on availability of your IP for registration, through to its protection, commercialisation, policing and enforcement.

Associated British Foods

Spectris

HKA

Jimmy Choo

Chevron Phillips Chemical

Halliburton

IBM

Allegro Microsystems

Admiral



“

I am very impressed with their service – they are very practical, strategic and commercial.

**- Chambers & Partners**

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“

Halliburton has worked with AA 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**

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## DISPUTES

OUR LITIGATION TEAM ADVISES ON ALL ASPECTS  
OF IP LAW



TRADEMARK &  
PASSING OFF  
LITIGATION



ARBITRATION &  
MEDIATION



DESIGN &  
COPYRIGHT  
LITIGATION



OPPOSITION  
& IPO  
CHALLENGE



PATENT  
LITIGATION

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 approach, where appropriate, is for our 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.



We have extensive experience handling disputes relating to all IP rights, confidential information and contracts & licences, acting at the UK High Court, IP Enterprise Court and the Court of Appeal, as well as in oppositions and other contentious hearings at the EPO, EUIPO, EU General Court and UKIPO.

Radley

Zaun

Halliburton

Chevron  
Phillips Chemical

Virgin

IBM

Admiral

Hovione

Primark

Because of our people we are consistently ranked as ‘top tier’ and ‘leading’ by our peers and clients:

The Legal 500 | Chambers & Partners | WTR 1000 |  
Managing IP Stars | The Financial Times

### Contact us

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**IP INCLUSIVE**  
Working for diversity and inclusion in IP

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.