



Appleyard Lees<sup>®</sup>

European & UK intellectual  
property law specialists

---

Innovation | Branding | Strategy | Solutions

## Why choose Appleyard Lees?

You need an IP partner with relevant expertise, a proven track record, and a service delivery approach designed to achieve your IP objectives. Your IP is a business asset, and management of your assets should be thoughtful and pragmatic.

You have many options when it comes to selecting an IP partner. When most firms claim similar pedigree and capability, which firm can serve you best? What makes Appleyard Lees distinctive?

It's more than what we do – it's who we are, and how we do it.

We are a dedicated specialist IP firm, large enough to offer a full range of IP services, with structures and practices that allow us to be agile and nimble. Our teams have broad industry and sector experience, yet maintain focus on staying connected, leveraging ideas and working efficiently.



**Their professionalism and knowledge are outstanding and we wouldn't trust anyone else to be as thorough.**

Chambers & Partners

We know your experience of our firm matters. Our goal is to achieve your IP objectives, as well as to ensure you feel confident in us, connected to us and comfortable working with us.

## Choose us for our experience.

We work with some of the world's largest companies, exciting innovators, and household names. Our attorneys regularly support all types of IP owners and creators, including in-house teams, R&D specialists, owner-managers and branding professionals.

### A selection of our clients

The biggest electronics company in the world	A global speciality chemicals company operating in 23 countries	A multinational, Fortune 500 and Fortune Global 2000 supplier of paints, coatings and speciality materials; also the second largest coatings company in the world	A global leader in the design, development and manufacture of acrylic-based products
The world's largest company by revenue	A global leader in cloud infrastructure and business mobility	A biopharmaceutical company developing potent, multi-functional, novel differentiated medicines	A cleantech pioneer and member of the prestigious 2019 Global Cleantech 100
A global, household name in innovative beauty technologies	A dynamic life sciences company operating in one of the most progressive areas of biotechnological research	The world's largest personal computer vendor, Fortune 500, Fortune Global 2000 company	Europe's leading research-intensive universities
A global leader and Fortune 500 company manufacturing biscuits and confectionery	Multinational developers of branded specialist commercial products	One of the world's leading steel manufacturers and suppliers, and member of the Sunday Times Top Track 100 highest-selling companies	The world's biggest, most professional baby and toddler swimming programme

## Choose us for who we are.

Appleyard Lees is a leading intellectual property law firm with a modern outlook. Our talented, experienced and growing team of over 50 IP professionals, including patent attorneys, trade mark attorneys and specialist IP solicitors, makes us one of the larger IP firms in the UK.

Our people have a passion for their individual areas of specialism, and enjoy diverse and challenging work.

We have a creative, friendly, ethical and supportive culture because we truly believe this helps our people deliver outstanding service to our clients.

- **Global** – We are well-connected with professional organisations and law firms worldwide. We can act as a single point of contact to handle all your IP requirements across all jurisdictions.
- **Flexible** – Our systems are built to be flexible. Every client is different; we listen to our clients' needs and requirements so that we can tailor our service delivery accordingly.
- **Intelligent** – We manage IP in a way that is pragmatic and commercially appropriate for the context of each client.
- **Trusted** – We work with companies, in-house teams, attorneys and universities all over the world. Our clients hold varied roles and responsibilities, and we understand their particular perspective and priorities.



The team is really thoughtful and does excellent research; it also responds rapidly to any instructions.

World Trademark Review

## Choose us for the experience we offer clients.

### ■ Efficient, quality service

We work with a varied group of organisations from a wide range of industries. We have perfected ways of working, to serve them effectively and efficiently given their particular needs.

---

### ■ Flexible processes

We offer our clients bespoke reporting to help them manage their IP portfolios. We can provide case reporting, or direct client access to our case management system reporting suite. Your billing and communications preferences can be built-in to our processes, to align with your requirements.

---

### ■ Balanced teams of IP professionals

Our teams include a well-balanced ratio of partners, other fee earners, paralegals and IP administrators, to ensure each task is being managed by the appropriate professional.



Sought after by multinationals and growth stage businesses for advice on all aspects of rights clearance, filing, protection and strategy.

Chambers & Partners

## Choose us for our full-service capabilities.

### Patents

We advise clients across a broad range of sectors. Our attorneys have deep technical knowledge and sound commercial understanding. Our specialisms include:

#### Mechanics, engineering, software

- Aerospace
- Clean tech and energy
- Turbines and engines
- Medical devices
- Telecommunications
- Consumer products
- Quantum technologies

#### Electronics and software

- Artificial intelligence
- Machine learning
- Cloud computing
- Consumer electronics
- Telecommunications
- Defence systems
- Electro optimal devices

#### Chemistry and materials

- Polymers
- Fuels and biofuels
- Food science
- Clean tech
- Consumer healthcare
- Speciality chemicals
- Catalysis

#### Life science, biotech and pharma

- Agriscience
- Immunology
- Molecular biology
- AI and machine learning in drug discovery
- Genetic engineering
- Pharmaceuticals

### Trade marks

Our trade marks team includes expert trade mark attorneys, solicitors and paralegals. We offer communication skills, as well as legal skills – the ability to listen, analyse, explain and persuade. Our attorneys understand your business, offering strategic advice that considers longer-term goals.

**Our attorneys have wide specialist knowledge across several industry sectors.**

- Food and beverages
- Building and construction
- Chemicals
- Sports
- Retail and fashion
- Professional services
- Software and technology



Work is of an exceptional standard – nothing needs to be amended or tweaked.

World Trademark Review

## Designs & copyright

Designs and copyright are powerful and all-pervasive legal rights. Our attorneys recognise these rights can help our clients protect their competitive edge and are able to offer commercial and strategic advice.

- Identification and protection
- Competition and strategy
- Disputes, oppositions and appeals

---

## IP legal support services

Our attorneys work in multi-disciplinary teams to deliver a full IP offering. We draw on the expertise of our in-house specialist IP solicitors and legal team to help secure the best outcome for our clients. We are also able to offer a wide range of support services:

We are also able to offer a wide range of support services:

- Litigation
- Transactions
- In-house legal support
- Negotiations, agreements and mediation
- Renewals
- Recordals
- In-house department support
- Locum attorney and paralegal training

---

## IP disputes

We have the right person to manage any IP dispute effectively, including specialist solicitors, patent attorneys covering all technical areas, trade mark attorneys and design attorneys experienced in all business sectors, and IP paralegals.

Our professionals can handle any IP related dispute before the UK Intellectual Property Office (UK IPO), the European Patent Office (EPO) and the English courts. We also can advocate in domain name disputes and Alternative Dispute Resolution (ADR) situations and can co-ordinate anti-counterfeiting enforcement actions.

We know that IP disputes can absorb resources and will always seek the best solution for our clients. We are experienced in identifying possible dispute resolutions and negotiating workable commercial settlements where this is in our client's interest.



A highly responsive team that provides in-depth analysis of issues presented in patent prosecution and rational approaches to addressing them.

Chambers & Partners

# Appleyard Lees<sup>®</sup>

## Manchester

— The Lexicon  
Mount Street  
Manchester, M2 5NT  
United Kingdom

 T: +44 (0)161 835 9655

 F: +44 (0)161 835 9654

## Leeds

— 1 East Parade  
Leeds, LS1 2AD  
United Kingdom

 T: +44 (0)113 246 5353

 F: +44 (0)113 246 5472

## Halifax

— 15 Clare Road  
Halifax, HX1 2HY  
United Kingdom

 T: +44 (0)1422 330 110

 F: +44 (0)1422 330 090

## Cambridge

— Godwin House  
Castle Park  
Cambridge, CB3 0RA  
United Kingdom

 T: +44 (0)1223 675 283

 F: +44 (0)1223 675 288

## Alderley Edge

— Mereside  
Alderley Park  
Alderley Edge, SK10 4TG  
United Kingdom

 T: +44 (0)1625 881 089

 F: +44 (0)161 835 9654