

Design



'One of the country's foremost media and entertainment-focused firms, Harbottle and Lewis LLP offers a wealth of IP expertise'

Chambers & Partners, 2006

Design Law Expertise

Design rights lie at the heart of many of our clients' businesses. When protecting, enforcing or exploiting those rights, our team is able to draw on a wealth of experience. In addition, we deal with the entire spectrum of intellectual property rights, including trade marks, brand management and patents.

Designs

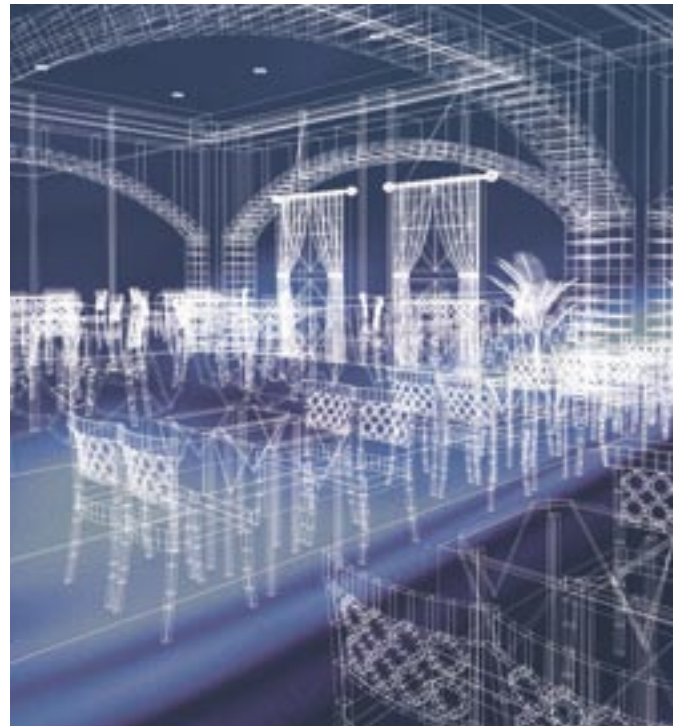
Whether dealing with haute couture, industrial components, graphics or products, we advise on how best to obtain and enforce design protection. We are expert in navigating the maze of UK and European design laws and advising clients how to exploit those rights.

As well as advising clients on their rights in the UK, our international network of associate law firms means that we are able to provide swift and cost-effective advice across the globe. We act for all parts of the design world, from high profile individual designers to multinationals. Our design team has also developed several specific legal products for SME design businesses, providing strategic advice crucial to establishing their success. Among our lawyers is Lee Gage, the co-author of one of the leading designs text books, "*Design Law*".

Enforcement and Dispute Resolution

Without the ability to protect your rights they are at risk of becoming worthless. Where disputes arise, we advise clients on the alternative avenues open to them to prevent any infringement of their rights, to resolve contractual issues and to obtain the necessary redress and compensation.

We are committed to delivering the best results in the most effective manner, relying on a combination of legal knowledge, industry expertise, and creativity. Where possible, we assist in avoiding or resolving difficult situations sufficiently early that proceedings can be avoided. If a dialogue or correspondence is neither sufficient nor possible, we help our clients and represent them in Court proceedings and arbitrations seeking financial damages. We guide and counsel clients through mediations and other alternative dispute resolution procedures.



Anti-Counterfeiting and Piracy

Policing against counterfeit and pirated goods, forms an important part of our work. Our anti-counterfeiting team works with our international network of lawyers, and with local customs and law enforcement agencies, to enforce rights across the world.

Technology and Innovation

For many of our clients the success of their business is founded on their ability to protect and exploit innovation. We act for and advise companies in relation to all aspects of the development, exploitation and distribution of a wide variety of technologies including the international distribution of patented products.

Brands

A business' brand is often its most valuable asset. At Harbottle & Lewis we understand the value of the brand. We have been at the forefront of moves to protect emerging brands in new areas for many years, particularly for personalities and over digital channels.

We work with those clients to decide their brand values and strategy, and then to implement that strategy through commercial deals and litigation to foster, and enhance and protect the brand.

Brand protection does not mean simply protecting a name. Many firms offer trade mark advice. We offer more than that. Once a brand has been developed, we can advise on how best to achieve value from that brand, including strategies for brand extension, advising on commercial arrangements of all descriptions and putting into effect policing and enforcement programmes.

Risk and Reward

As part of our investment in the future of the design sector, we are the law firm partner of the **British Design Innovation**. Together with the BDI, one of our consultants, Andy Millmore has written a paper which re-examines the way in which designers are paid for their expertise, knowledge and specialism.

The design and innovation climate is changing rapidly. The challenges of convergence, tighter budgets, less risk-taking, free pitching, and the impact of international competition have all played their part in applying financial pressure to designers. As a result, strategic designers might now benefit from being more open to – and sometimes actually instigating – different payment models. By introducing an element of sharing and participation, there is an opportunity for the unique input of strategic designers to be more easily embraced and encouraged, and in a way which works to the benefit of all the parties involved in the innovation chain. By sharing the risk and the reward with clients, designers can have more control over the financial aspects of each project.



About the Firm

Harbottle & Lewis provides specialist advice to the media, entertainment and communications industries.

We are unique in having expertise right across these industries, and our lawyers are consistently recognised as leaders in their specialist fields. Though the industries we are working in are constantly evolving, our values have been unchanged throughout the firm's 50 years – to be experts in those industries, to provide efficient legal advice, to encourage originality and to exceed client expectations.

Contact Information

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