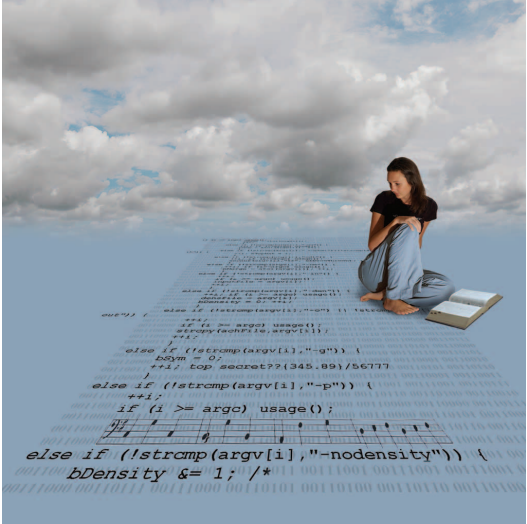


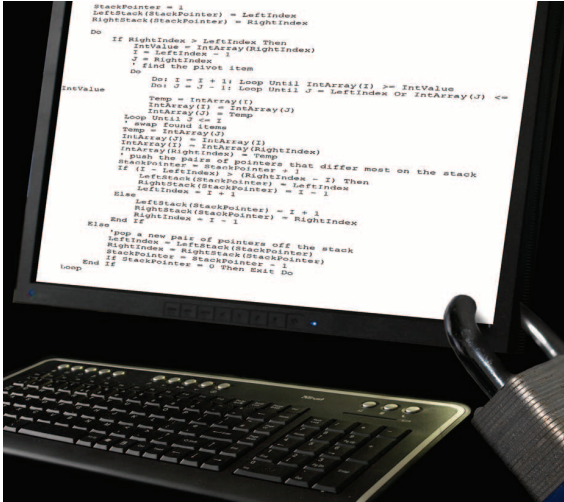
A Different Perspective

Intellectual Property



Gaby Hardwicke SOLICITORS

Intellectual Property



Intellectual Property is the term used to describe patents, trade marks, designs and copyright. Often a company's intellectual property is its most valuable asset and, as with any asset, it can be used to produce income by sale or licensing or to raise finance. It also requires protection and maintenance to realise its potential. Uniquely among assets it can also be used to prevent unfair competition from rival businesses.

At Gaby Hardwicke we understand the value to a business of its intellectual property. As specialist IP lawyers we can give your business clear and pragmatic advice on all aspects of Intellectual Property from brand selection to court proceedings for patent infringement.

We regularly advise clients on the international protection of their intellectual property rights. Our IP team is headed by a European trade mark attorney who brings a wealth of skill and experience to our clients.

Our services

- Brand selection to help you choose a brand which can be protected
- Trade mark clearance searches to ensure that your new brand will not infringe the rights of another business
- Trade mark registration in the United Kingdom, Europe and worldwide
- Trade mark infringement and passing off litigation
- Confidentiality Agreements
- Patent exploitation
- Patent litigation
- Copyright licensing and assignment
- Copyright litigation
- Intellectual Property transactions
- Advising on best practice procedures to protect your Intellectual Property from ex-employees, competitors and invalidity
- Domain name dispute resolution

E-Commerce

As business methods evolve and increasingly are not restricted by national boundaries and traditional legal concepts, we can advise you on all legal aspects of e-commerce. Topics on which we regularly advise include:

- Data protection
- Distance selling regulations
- Online contracts
- Privacy policies
- Use of cookies, meta-tags and other website tools

Why Us?

- We are a city-style intellectual property unit, available locally and without the attendant costs and inconvenience of City representation
- We have success throughout the world in defending our clients' interests
- We are mindful that intellectual property must be seen as an asset of your business and form a strategy which is linked to the wider commercial game plan
- We have an eye on time, cost and optimal outcome. Our advice is as pragmatic and commercial as it is technically acute
- We are well versed in brand and patent issues, copyright, e-commerce and data protection law

A Different Perspective

Care Home Businesses
Employment Law
Dispute Resolution
Intellectual Property
Commercial Property
Business Agreements
Wills and Estate Planning
Trust Services and Investments
Care for the Elderly
Probate and Taxation
Residential Property
Home Information Packs
Family Law
Personal Injury

For more information: 0800 783 9471
perspective@gabyhardwicke.co.uk www.gabyhardwicke.co.uk

Hastings

34 Wellington Square
Hastings
TN34 1PN
01424 438011

Cooden

56 Cooden Sea Road
Bexhill on Sea
TN39 4SL
01424 842206

Bexhill

2 Eversley Road
Bexhill on Sea
TN40 1EY
01424 730945

Eastbourne

33 The Avenue
Eastbourne
BN21 3YD
01323 435900