



# Intellectual Property

## OVERVIEW

The main asset of any business in the twenty first century is its know-how and intellectual property. All businesses therefore need to be aware of the intellectual property they are generating, protect it and commercialise it. At Appleby, we keenly recognise these issues affecting businesses, governments, research institutes, individual inventors, artists and authors and are well placed to advise clients in this area. As one of the leading providers of offshore legal services we advise on all aspects of intellectual property protection and commercialisation in the jurisdictions in which we operate. In conjunction with our Dispute Resolution group, Appleby has experience in taking action against the infringers of intellectual property rights and in the conduct of passing-off actions.

Our services include:

- Use of trusts to assist in the tax efficient exploitation of intellectual property
- Advice on registration of intellectual property
- Advice on commercialisation and licensing arrangements – both hard and soft intellectual property
- Advice on intellectual property issues as they may affect business acquisitions and disposals
- Software and website development agreements
- IT development and maintenance agreements
- IT outsourcing agreements
- Publishing agreements
- Intellectual property advice in the area of employment and consultancy contracts
- Competition law
- Data protection
- Intellectual property audits
- Intellectual property due diligence

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## **CLIENTS**

Our clients encompass precision manufacturing companies, satellite companies, egaming companies, software development companies, multinational banks, entrepreneurs, real estate and media companies.

## **OUR TEAM**

Our Intellectual Property Team is headed up by Claire Milne who has been accredited as a specialist in Intellectual Property by The Law Society of Scotland since 2002. Claire has worked in the field of intellectual property for over seventeen years, working both in-house and in private practice for clients in sectors ranging from the pharmaceutical industry to universities and governments.



## KEY CONTACTS



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## ABOUT APPLEBY

Appleby is one of the world's leading offshore law firms. The Group has offices in the key offshore jurisdictions of Bermuda, the British Virgin Islands, the Cayman Islands, Guernsey, Isle of Man, Jersey, Mauritius, and Seychelles, as well as a presence in the international financial centres of Hong Kong and Shanghai.

With over 470 people, including lawyers and professional specialists, across the Group, Appleby delivers sophisticated, specialised services, primarily in the areas of Corporate, Dispute Resolution, Private Client and Trusts, Regulatory and Property. The Group advises public and private companies, financial institutions, and high net worth individuals, working with these clients and their advisers to achieve practical solutions, whether in a single location or across multiple jurisdictions.