

Meet the team



**Sarah Williamson**  
Partner

Sarah is a Partner and Head of the Commercial & Technology team. Sarah oversees the Brand Guardianship service and has extensive experience advising clients on brand management and IP strategies. She has particular expertise advising clients in the technology, media and retail sectors on the commercialisation and protection of their intellectual property.

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**Helen Dobson**  
Senior Associate – Solicitor

Helen is a commercial and technology lawyer with particular expertise advising clients in the UK and internationally on the capture, commercialisation, exploitation and management of intellectual property. Her expertise spans a diverse range of IP rights, including in the telecoms, software, transport and retail sectors and covers brand management, licensing, and development as well as corporate transactions and restructures.

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**Rowan Turrall**  
Partner

Rowan is a Partner and the Head of the Dispute Resolution team. She frequently provides support to the Commercial & Technology team and their clients in relation to intellectual property issues. Her experience includes advising in relation to software copyright infringement as well as passing off.

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**Chloe Fernandez**  
Paralegal

Chloe is a qualified CITMA Trade Mark Paralegal and is responsible for the filing, prosecution and registration of trade marks. She also provides domain name and trade mark watching services, to identify potential infringements of her clients’ registered trade marks. Evidence-gathering for acquired distinctiveness claims and IP due diligence in corporate transactions also form part of Chloe’s role.

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To learn more about our Brand Guardianship service  
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To learn more about our other Intellectual Property services  
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Intellectual Property



What is Intellectual Property?

Intellectual property is a valuable commercial asset and for many businesses, key to success.

It may take the form of proprietary technology and software, innovation, invention and know-how or, more simply, a business’ name and recognisable brand. Intellectual property can drive significant commercial value and, conversely, mismanagement of intellectual property can be costly. Effectively protecting and exploiting IP assets is critical to future success.

We understand how important these assets are and their potential for your business. Our lawyers will support you throughout the full IP lifecycle – from creation, R&D and ownership to commercialisation and disposal – to help you maximise the value of your IP and protect your business from infringements and adverse claims. We work closely with businesses, from enterprising start-ups to large, global and listed companies, to identify, capture, protect, register and commercialise IP rights. Our experience spans many sectors and the full spectrum of IP rights.

“We routinely use Boyes Turner as external counsel for IP advice across corporate deals, strategic commercial transactions and development projects. They bring an eye for detail, commercial insight and a solution-focused approach which makes them a valuable business partner and helps us maximise our IP assets.”



“We value Boyes Turner’s legal expertise and input in our IP investments and collaborations. The team is front of mind when it comes to seeking incisive, pragmatic and solution-focused advice.”





## Work highlights/ Scope of our work

Our expertise covers the full range of intellectual property rights and dealings, from copyright to trade marks, trade secrets and research and development. Whether you are creating, assigning or licensing, or commercialising your IP, we can provide tailored support.

### Examples of our work include:

- New product development advice for a global water treatment company.
- Advising on protection of IP in R&D and market research trials for an alternative fuel vehicle manufacturer.
- Brand registration, portfolio management and watching services for an agile marketplace and dropship platform provider.
- Strategic advice and brand clearance assistance for a classic wristwatch company, including cease and desist letters, settlement negotiations and cancellation actions in various jurisdictions in relation to infringing third party trade marks.
- Trade mark protection and enforcement advice for the UK's leading water softener business.
- Brand portfolio management for the UK's largest digital automotive marketplace.
- Software licensing advice and arrangements for the integration and deployment of intelligent edge software in mission-critical systems.
- Negotiating patent and brand licensing in relation to international use of proprietary agricultural strains.
- IP capture advice in corporate transactions and strategic advice on IP ownership structures following acquisition.
- Providing guidance on IP ownership and rights within joint venture arrangements for a proposed new digital business.

## IP: creation, ownership and protection

Under UK law, IP rights commonly belong automatically to the business or individual(s) who originally created it.

When your business model relies on such assets, it is essential to ensure that ownership of IP created by your employees, directors, consultants and service providers has effectively vested in your business.

Pragmatic legal support in the early stages of the IP ownership lifecycle is essential to enable you to capture, protect and commercialise your IP, and minimise the risk of disputes and infringement claims.

We help business owners and stakeholders to identify where IP exists and may arise in their business, and to ensure that suitable contracts are in place with employees, consultants, directors and service providers and that relevant IP assets belong legally to their business.

If your IP rights are registrable, we can manage the registration process via our brand guardianship service or networks of trusted design right specialists and patent attorneys.

For group companies and joint ventures, effective IP management may become a challenge. We provide strategic advice on IP ownership structures, as well as any intra-group licensing requirements if your brand or other IP are used across a company group.

In business acquisitions, whether as an asset or share purchase, securing ownership of valuable IP is critical. We undertake due diligence to ensure all relevant IP – trade marks, know-how or copyright – is legally owned by the target business and that the seller is capable of transferring it to you. We coordinate any necessary pre-completion actions and provide advice for effective IP management post completion.

If you believe someone is infringing your IP rights, or receive an infringement notice from another party, we can support you in assessing the claim, determining strategic options, and guiding you through the process of negotiation, settlement or formal legal proceedings.

**“Boyes Turner supported us with an IP infringement claim. They helped us to assess our options and determine strategy, ultimately enabling us to settle the dispute effectively. Their lawyers combine highly commercial legal expertise with an approachable manner, which made the challenging situation easier to navigate.”**

## Brand Guardianship

A company's brand can often be its most valuable asset and a critical component of future success. Creating, establishing, and building a brand can be expensive and requires proper care and protection at every step of the way.

Our Brand Guardianship team understands how important your brand is and its potential to drive commercial value for your business. We advise on trade mark availability, registration, management, watching services and infringement actions. We offer a range of fixed price services which are scalable to different business' needs, from entrepreneurs to international corporates.



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### Confidentiality agreements

Helping you to protect your IP while you evaluate opportunities with prospective commercial partners.

### IP development agreements

Whether you are the developer or the client, ensuring that commissioned IP is effectively transferred, while either party's pre-existing and fundamental proprietary IP is retained, will be key to a successful relationship.

### Trade mark registrations and brand watches

Registration support to protect your brand rights and watching services to help you proactively protect those rights.

### Infringement claims and settlements

If you are subject to an infringement of your IP rights, or receive notice of alleged infringements of a third party's rights, we can support with assessment and management of claims and proceedings.

### Assignments

If you want to realise the equity in your IP assets, we can support with disposal agreements and transfer of rights.

### Joint venture and collaboration agreements

We ensure that the IP you contribute is protected and that ownership of and rights in relation to IP arising from the partnership are clearly agreed.

### Co-existence agreements

Where you and another enterprise have similar brands or IP rights, these can give both parties a way forward in their commercial endeavours.

### IP licensing

We support with the preparation and negotiation of licensing agreements, ensuring a clear scope of the licensee's rights and appropriate protections for the licensor.

## IP exploitation and commercialisation

We provide support to help our clients commercialise and exploit their IP assets:

**“Boyes Turner manages our extensive trade mark portfolio across multiple foreign jurisdictions. The specialist team is efficient, leverages strong relationships with international agents, and provides practical, strategic advice in a cost-effective manner.”**