

# Commercial, brands, IT & IP

Did you know?

**1**

We offer specialist knowledge of commercial contracts, intellectual property, IT arrangements and data protection, but within a broad commercial group 'wrapper'.

**2**

We give commercially-orientated advice in a broad range of industry sectors, working closely with businesses and entrepreneurs.

**3**

We work closely with other teams in the firm to provide significant input on corporate transactions, financial services arrangements and other cross-departmental matters.

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## What does the team do?

Business issues rarely fit neatly into what lawyers determine to be their chosen area of technical specialism. In recognition of this, our commercial, brands, IT and IP lawyers are multi-skilled, and able to provide a level of continuity which results in a more efficient delivery of clear and robust advice.

We advise our clients across a broad range of commercial and operational issues including:

- Commercial agreements
- Data protection
- Outsourcing
- Intellectual property

In addition, we are well placed to advise clients across all sectors in respect of the following specialisms which are woven throughout most commercial arrangements and business operations:

Cyber resilience:

- Policies, education and training
- Supply chain contracts - risk allocation
- Cyber insurance
- Data retention and risk mitigation
- Breach investigation

Information technology:

- Hardware acquisition
- Software development, licensing and distribution
- Open source implications
- Research and development
- Systems development and implementation projects

Regulatory (both in the context of commercial arrangements and to help shape client policy, in respect of):

- ASA / BACC guidance
- E-commerce and distance selling
- Commercial agency
- Gambling, promotions and lotteries
- Food and drink

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## Client profile

A diverse client base, with a particular expertise in the following sectors:

- Brands
  - Advertising and media
  - Energy and natural resources
  - Hotel and leisure
  - Financial services
  - Life sciences
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