



Adams & Remers

A&R. Commercial & Intellectual Property Services

Our commercial and intellectual property services are designed to help protect businesses from exposure to risk. Our specialist team works with business owners from many sectors, advising on general commercial agreements for the provision of goods and services, agency, distribution and franchising, trading terms & conditions, e-commerce, data protection and brand protection. We have a great deal of experience in these areas of law, and our clients include household name businesses who trust our expertise in protecting their business rights and brands.

Commercial Contracts

Commercial contracts play an integral role in protecting a business from unexpected situations and managing risk. It's vital that contracts are legally compliant, watertight and clear. It's about getting the details right. Our expertise includes drafting, reviewing and negotiating commercial arrangements, from start to finish. We have clients of all sizes, from individuals and start-ups to in-house and commercial departments of large companies. We advise across many industry sectors, including retail, health and beauty, fashion, oil and gas, energy, information technology, the motor trade, publishing, recruitment, and geoscience technology, to name a few. Our willingness to learn about our clients' businesses and to develop client relationships means we can tailor our advice. We provide advice in context; realistic solutions to suit our clients' needs.

Work scope - how we can help

- Standard terms and conditions of business
- Agreements for the sale of goods and services
- Confidentiality agreements
- Agency (including advising on the Commercial Agents Regulations)
- Distribution
- Franchising
- Manufacturing, trading and supply agreements
- Promotions, prize draws and competitions
- Implications of related UK and EU competition law
- Marketing and sponsorship agreements
- Data protection and privacy requirements
- Website issues including e-commerce and distance selling requirements

Intellectual Property

Intellectual property (IP) often represents the most valuable assets of a business. Developing IP and knowing how to protect, exploit and enforce it, is key to its preservation and growth. We advise clients across a broad range of industries whenever their IP issues arise: from starting up a new business, to launching new branding, products or services, to launching a new website, and to situations of business sale, merger, investment or portfolio sales. We provide a one stop shop for IP services, advising on its protection, exploitation and enforcement.

Work scope - how we can help

- Brand strategy and protection
- Company, trade mark and domain name clearance
- Website healthchecks
- Advising on general copyright, trade mark, design and patent issues
- Confidentiality and know how agreements
- Advising on the acquisition, transfer and disposal of IP rights
- Licensing and franchising of rights
- Merchandising and sponsorship arrangements
- Advising on IP issues arising from the sale or transfer of a business
- Enforcing IP rights through litigation and dispute resolution, including trade mark infringement, copyright infringement, breach of confidence, registered and unregistered design right infringement, domain name disputes and passing off
- Experience of conducting proceedings in the Intellectual Property Enterprise Court, the High Court, the UK Intellectual Property Office and the Nominet and ICANN Dispute Resolution panels

Information Technology

Technology is always changing. Beyond viewing information technology as a tool for growth and progress, all businesses across all industries must face the challenges and risks which arise as a result. We are here to help. As well as advising clients within the technology sector, who develop, supply or license their technology, we provide a wide variety of information technology services to businesses in many other industries. Our expertise includes drafting, reviewing and negotiating all types of software and hardware contracts, and advising on the myriad of issues which arise when operating in an online environment. We tailor our advice to our clients' needs, ensuring that it fits their unique business model.

Work scope - how we can help

- IT outsourcing arrangements
- Service level contracts
- Software development contracts
- Software distribution contracts
- Software licences
- Software support and maintenance contracts
- Hardware sale and maintenance contracts
- Data licensing
- Advising on escrow arrangements
- Data protection, privacy and e-marketing advice
- Compliance with cookie regulations
- Online regulation and terms of business
- Intellectual property protection (including databases) and dispute resolution
- Acceptable use policies for user generated content

Digital Commerce

Compliance with data protection, e-commerce and distance selling laws is a growing challenge for any local or international business operating in the virtual world. Many businesses now realise that managed online practices are essential in order to generate customer goodwill and to manage legal risk. We advise clients across a broad range of industries, and in particular, assist start-up clients launching novel and exciting businesses in an online environment. There is no "one size fits all" approach to our advice. We take a commercial, pragmatic and creative approach, and offer bespoke solutions to fit our clients' unique business models.

Work scope - how we can help

- Advising on data protection compliance issues
- Drafting internal procedures and policies, including data protection handbooks
- Handling data subject access requests
- Privacy policies
- Cookie policies
- Acceptable use policies for user generated content
- Advising on direct marketing issues
- Advising on international transfers of data
- Website terms and conditions of business
- Advising on applicable e-commerce and distance selling legislation
- Website healthchecks
- Protection of databases and data licensing

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A solid and reliable law firm that gives quality advice to clients at good value.

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A list of members is open to inspection at the registered office.