

## Overview

Whether you're a start-up company beginning to develop your brand or a multi-national wanting to enforce your intellectual property rights in New Zealand, you need advice from people who can not only help you identify and protect your IP, but can also assist you to unlock its value.

New Zealanders are a creative lot. We come up with inventions, creative ideas and products that have enormous value to the rest of the world and keep the New Zealand economy growing. But they're only valuable if the IP at the heart of them is protected to maximise its value and prevent others from misusing your IP and reducing its value.

Our team are confident with all aspects of IP law and have the achievements to reinforce this. We can help you identify and register your IP and make sure you have the right to use it. We can also help you commercialise your IP through licensing or franchising agreements and advise you on the IP issues associated with buying or selling a business.

Our tech lawyers operate at the intersection of technology and law. We have depth and breadth of experience in the key business issues driving change in technology and advising a wide range of participants in the technology ecosystem from emerging growth software and IT companies to multinational technology suppliers and businesses who procure from them.

We are skilled at enforcing and defending IP rights. We have a track record of successful litigation but also regularly resolving IP disputes without the need for costly court action. We advise clients on a wide range of IP disputes, including trade marks, copyright, designs, patents, passing off and unfair trading.

Our IP team have achieved high rankings across directories for 2021. We have been ranked in Band 1 in the *Chambers Asia Pacific 2021* directories and ranked in Tier 1 (Gold Status) in the *World Trademark Review (WTR1000) 2021* directory. This follows suit in our recognition as the New Zealand IP Firm of the Year for WTR1000 in 2020, and it reflects the skill of our team and work.

Jenni Rutter and Charlotte Henley have also acclaimed global success having achieved top rankings in the WTR1000 2021 directories for Enforcement and Litigation (Jenni achieved Gold Tier), Prosecution and Strategy (Charlotte and Jenni both achieved Silver Tier), and Transactions (Charlotte achieved Silver Tier).

Areas of focus include:

- Privacy and Cybersecurity
- Technology

## Representative Experience

### Brand Development and Protection

We can advise on your freedom to use a new brand without the risk of claims from competing brand owners. We are also experts in developing and protecting brands and trade marks in Australasia, and in China and globally through our network of trusted associates.

## Enforcement of IP Rights and Dispute Resolution

We are highly skilled litigators who are committed to resolving disputes using strategies tailored for each client. Outside of court, we are experienced in advocating before the Intellectual Property Office.

## Commercialisation and Licencing

We help clients commercialise and realise returns on their IP through arrangements such as licensing and distribution agreements. We also provide specialist advice on the IP assets your business holds, particularly when your business or assets are to be transferred.

## Media and Entertainment

We regularly advise businesses on IP issues in the entertainment sector, including on trade marks and Fair Trading Act 1986 issues, draft Talent and Advertising Agreements, and Sponsorship or Influencer Agreements.

## Social Media and Advertising

Whether you need your advertising reviewed for compliance with the Fair Trading Act and Advertising Standards Codes, or your social media terms drafted and reviewed, we have experience with reviewing and advising on marketing collateral and TVC's, and drafting and negotiating licences for campaign music and visuals.

## Copyright and Designs

Copyright and registered designs are an important way of protecting original artistic, literary, graphic, and musical works, as well as computer software. We advise on the critical issues around copyright ownership, the exclusive rights that copyright provides, and how to enforce those rights. We also protect and enforce registered designs.

## Start-Ups

We have considerable experience acting for initial as well as mid-late start-up businesses, particularly in the technology area, to strategise and develop priorities around protection of IP and confidential information, website and online sales terms and licensing agreements, as well as privacy issues and compliance, to help start-ups unlock their potential as quickly and efficiently as possible

# Your Key Contacts

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