

BRANDING & TRADE MARKS

Trade mark law services for charities
and social enterprises



Certified



Corporation

Overview

We're here for every business, charity or not-for-profit. And that's what makes our Branding & Trade Marks team different.

Here at Bates Wells, you'll find the only trade marks team that focuses on, and understands, the charity and non-profit marketplace. We understand your sector and the challenges you face.

We are passionate about helping you protect and maximise the benefits of one of your organisation's most important assets — its names and brands.

We offer a full range of trade mark legal services, including clearance and registration, dispute resolution and licensing, as well as assistance in related fields such as copyright, domain names and patents.

At the heart of all the work we do and the advice we provide is our deep understanding of the nuanced world of the third sector, and the complex world of intellectual property law. We work with a wide range of clients, from large international organisations such as Christian Aid and the International Paralympic Committee, to small start-up charities and social enterprises.

Over 20 years ago, Bates Wells was at the vanguard of helping charities use the trade mark registration system to protect their interests, establishing precedents and practices in the field that endure today. Our team continues to push the boundaries, helping to ensure that this crucial area of law is accessible to non-profit organisations in the same way as commercial businesses.



Why us?

Specialised

Everything we do is about providing the best-quality service and adding value for charities and social enterprises. This comes from our unique understanding of our clients and the challenges they face.

Relationships

We believe successful trade mark and intellectual property protection and enforcement is a long-term project. Our strength is getting to know your organisation inside and out, and building a lasting relationship of trust and confidence.

Cost-effective

We understand that the best solution for you needs to be a cost-effective one. We will always try to help you find a practical solution that also fits your means. We are happy to provide fixed fee quotes and a free initial, no obligation, half-hour consultation.

Enthusiasm

We love what we do and love what you do. Our people work for Bates Wells rather than in the conventional business world because we genuinely care that your organisation is a success.

Global reach

Many of our clients operate globally, so we provide a seamless multi-jurisdictional service through our network of trusted associates.

Clarity

Many trade mark lawyers speak and write in jargon. We will always provide our advice in plain English. You'll never have to read between the lines and you will always receive a clear recommendation based on our experience and judgement.

Human

We take our work seriously but never take ourselves too seriously. We are enthusiastic and approachable.



**The team at Bates Wells
is 'responsive and provides
a great deal of guidance'.**

Legal 500



Our trade mark services

We advise on any and all legal aspects relating to the adoption, protection and ongoing use of names and brands. These include not just the ‘usual’ considerations of trade mark law, but also the relationship with Charity Commission and Companies House rules and requirements, as well as the ever-changing online world of social media.



Practical and accurate advice, describing complex legal issues in layman’s terms and simplifying complicated processes.

Motor Neuron Disease Association

The key aspects of our trade mark services include:

- clearance searching to ensure new names and logos are available to use;
- protecting brands via trade mark registration, in the UK, EU and worldwide;
- dispute resolution services over names and brands disagreements. We understand the reputational risks to charities of litigation, and use innovative methods to resolve disputes without court action wherever possible;
- help with licensing trade marks to sponsors/funders, commercial participators, professional fundraisers and charity trading subsidiaries;
- advice and assistance on registering names with the Charity Commission and Companies House.

Our experience and expertise do not end at the borders of the UK. Through our established network of overseas associates, we are able to provide trade mark clearance, registration and enforcement services throughout the world.

Our practice is particularly strong in North America and throughout Africa and the Asian subcontinent.

The bigger picture

Integrating our trade marks team with Bates Wells' commercial and charity law expertise allows us to offer a truly joined-up service for any charity or social enterprise. We believe we are better placed than any other UK firm to assist charities with commercial, contractual and charity law issues which involve naming and branding elements. If you're still unsure, why not give us a try?

In addition, our people have expertise in other vital areas of intellectual property. These include:

- copyright in various kinds of materials including publications, courses, educational materials and software;
- comparative advertising campaigns;
- database rights including rights in supporter databases;
- know-how and confidential information;
- patents and inventions;
- Registered and unregistered design rights.



They always understand our requirements and respond in a pragmatic and timely way.

Booker Prize Foundation



Meet the team



Mathew Healey

Mathew heads up our Trade Marks team and is a Chartered Trade Mark Attorney of 20 years' experience. He switched in 2009 from handling the brands of major electronics companies like Nokia and Philips to assisting charities and social enterprises. His specialisms include the protection of descriptive/difficult to register names, dealing with conflicts before the Intellectual Property Office, and trade mark registration in Asia and Africa. Mathew is listed as a 'Next Generation Partner' by Legal 500 which praises his 'balanced and accurate advice'.



Catharina Waller

Catharina is a senior Chartered Trade Mark Attorney with over 15 years' experience in the IP sector. She is also a qualified European Patent Attorney. She regularly advises charities and socially responsible businesses on a wide range of IP matters, including clearance searches, registration and enforcement, as well as creative thinking on ancillary protection strategies, both in the UK and further afield. Catharina is also ranked in Legal 500 as a 'rising star'.



Lawrie Simanowitz

Lawrie is a senior partner in the Charity and Social Enterprise team, with more than 20 years' experience of managing trade mark applications for charity clients, and now has a focus on advising on copyright, intellectual property licensing and dealing with naming issues before the Charity Commission. Lawrie has been ranked in both Chambers and Legal 500, and is praised for his 'communication skills and knowledge'.

**Robert Oakley**

Rob heads up our Dispute Resolution team, and is an experienced solicitor who frequently works together with our trade mark attorneys on contentious matters. He has advised on trade mark, copyright, database right and other intellectual property disputes for over 20 years. Like all members of our dispute resolution team, Rob specialises in keeping potentially litigious matters away from court. He is experienced in all major forms of alternative dispute resolution including litigation, arbitration, adjudication and mediation and can help devise bespoke and novel solutions to challenging problems.

**Mindy Jhittay**

Mindy is a senior solicitor in our dispute resolution team, and frequently works together with our trade marks team. Mindy's practice focuses on intellectual property and branding advice and disputes, such as trade mark conflicts, comparative advertising, domain names and copyright infringement.

**Wendy Grey**

Wendy is a Chartered Trade Mark Attorney with extensive experience with over 18 years in private practice, dealing with everything from trade mark formalities through to advising on large-scale reputation and distinctiveness evidence projects. She has worked across a breadth of market sectors from business and technology through to fashion, pharmaceuticals and media.

**Georgia Brigden**

Georgia is a qualified Chartered Institute of Trade Mark Attorneys paralegal. She joined Bates Wells from a role with a third sector organisation in the mental healthcare field. She helps ensure that non-contentious trade mark matters (applications for registration, trade mark renewals and the like) are handled with the efficiency that our clients have come to expect.

About us

We're Bates Wells, a city firm with a difference.

We are a values-led firm and we strive to make a positive impact. We face forward to champion our clients, our people, the environment and society. We were the first UK law firm to achieve B Corp Certification.

We work with clients of all types and sizes, giving them the practical and commercial advice they need to thrive and reach their goals. They range from global household names, mission-led businesses, public bodies, charities and social enterprises through to start-ups, corporate companies and high-profile individuals. We combine a strong charity and commercial practice with a general emphasis on public-interest work, media, education, employment law, real estate, dispute resolution and immigration. We are a firm of almost 300 staff, with 41 partners, meaning we're large enough to provide a complete range of legal services. But, with people at the heart of what we do, we always make sure every client receives a personal service tailored just for them.

We are recognised as the leading charity law firm in the UK, and are ranked in all the major UK legal directories for our work in many of our specialist practice areas. We're not afraid to challenge the status quo and are proud to do and to be involved in our clients' meaningful work every day.



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The information in this update is necessarily of a general nature. Specific advice should be sought for specific situations.



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