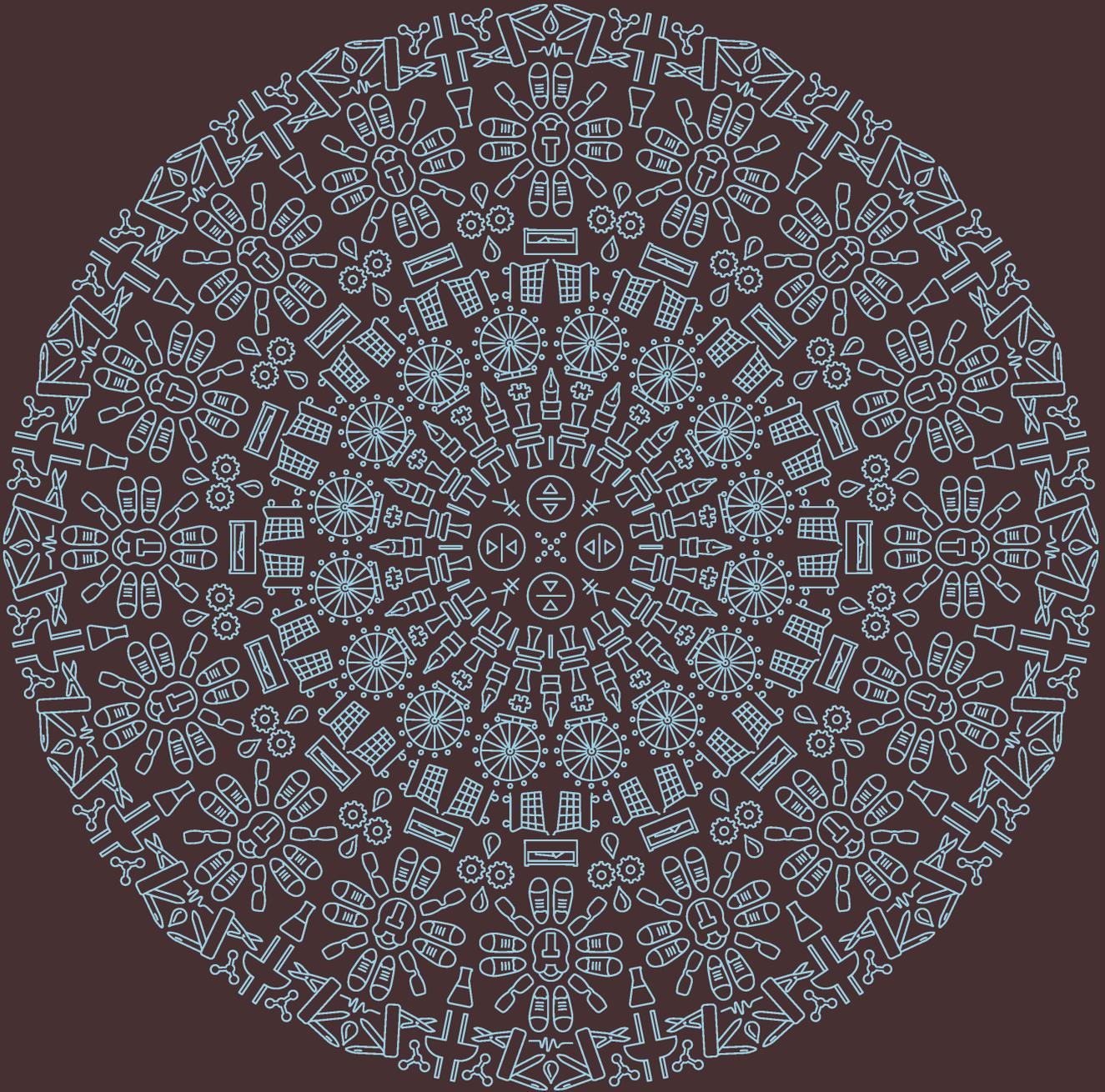


BRISTOWS



A powerful  
combination



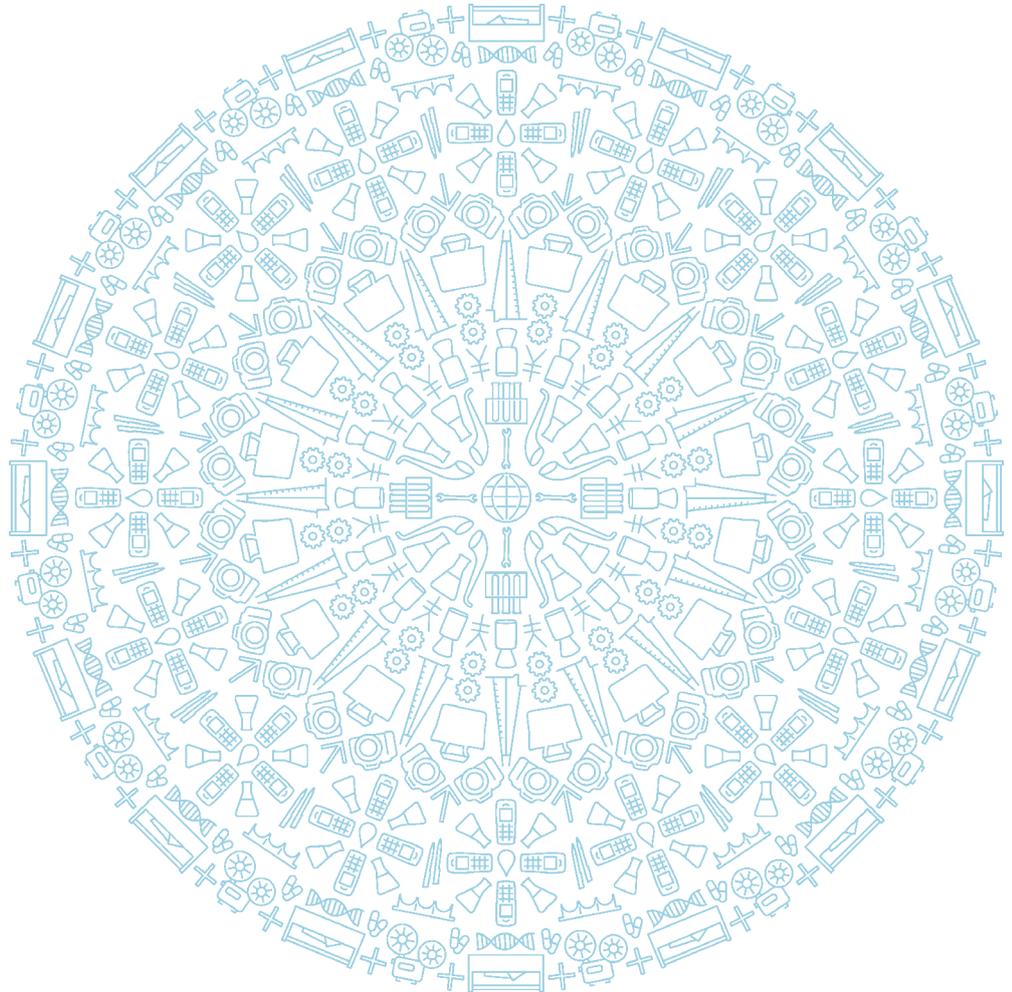
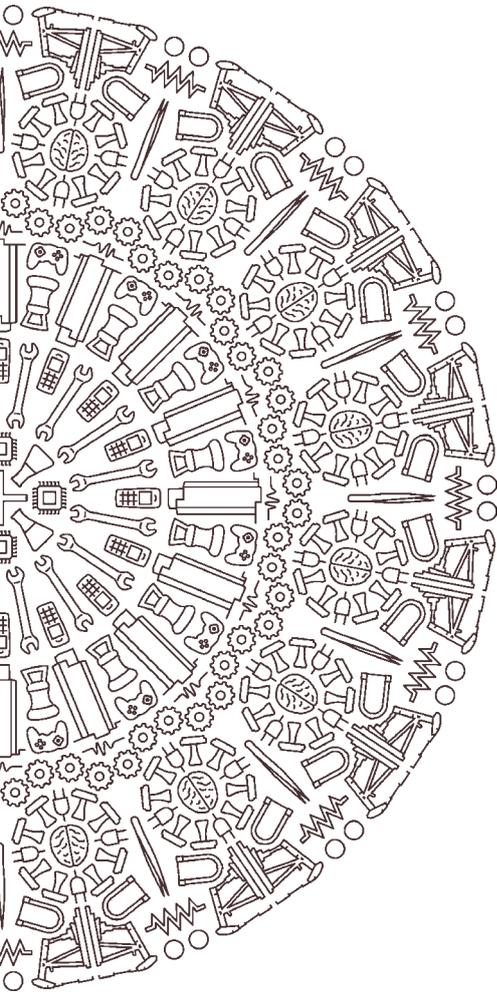
Bristows is a firm with strength in depth as well as breadth. Individually, our lawyers are recognised as some of the leading specialists in their fields. Collectively, their expertise becomes even more powerful.

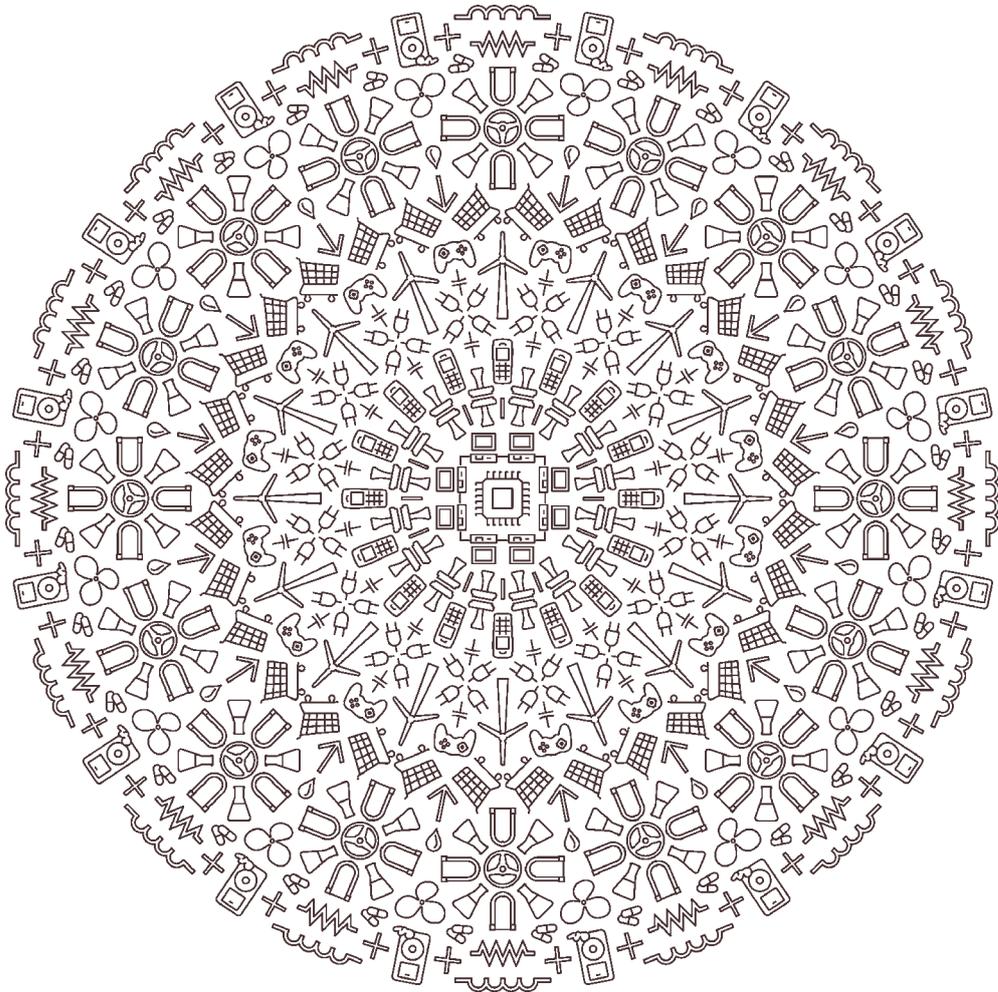
As a firm, we work with clients from across the sectors and offer a true spectrum of legal expertise, both contentious and non-contentious. The diversity of our experience enables us to advise on everything from the precedent-setting to the purely procedural.

The common thread in everything we do is our ability to combine both commercial and legal perspectives. For more than 170 years, the Bristows name has represented a rigorous intellectual approach to the law as well as a practical understanding of the ever-changing demands of business. This means our clients can be sure that, whatever the case or transaction, our lawyers have the experience to deliver legal advice that works in a commercial context.









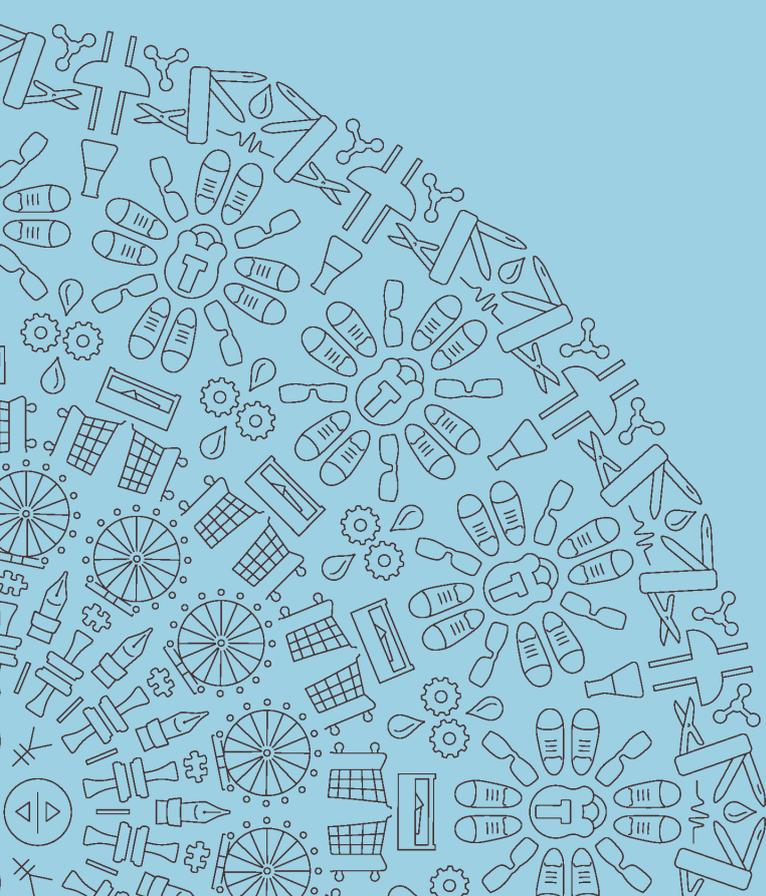
### Business-critical advisers

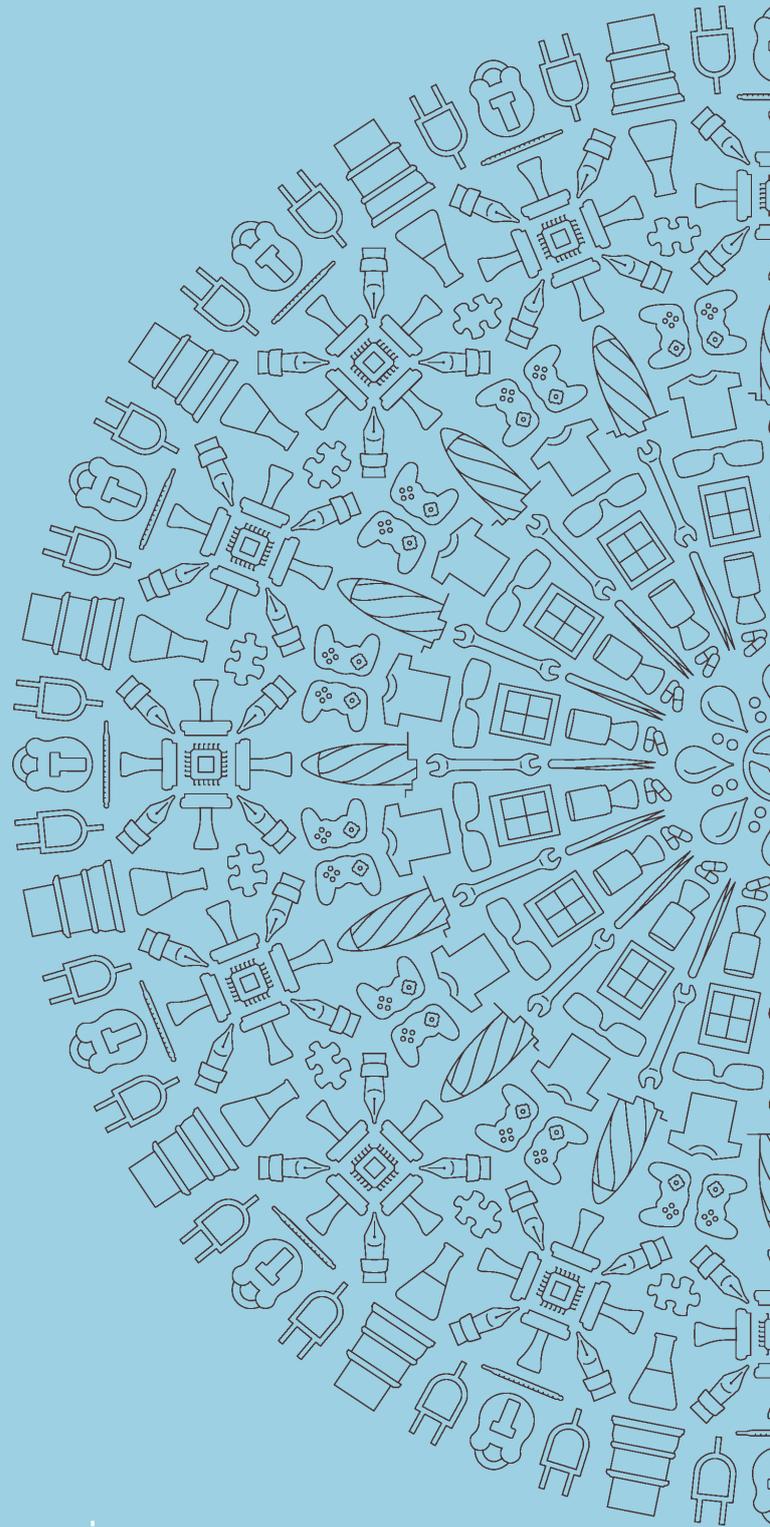
Bristows has earned a reputation for delivering the kind of resolutely commercial advice that is essential to compete at the highest levels of business. Working with so many ambitious, leading organisations, we are often advising on issues that shape entire industries and on which a company's future might depend: for example, whether a client has sufficient 'freedom of action' to develop a new product; whether that product complies with all the relevant regulations; and the claims the owner can make about it – whatever the question, Bristows' lawyers have the knowledge and experience to deliver clear, pragmatic answers when it matters most.

### A partnership approach

Here at Bristows we have always believed in the power of partnership, whether it is in the way our people work together or in the relationships we build with our clients. As a firm of lawyers we recognise the value of pooling our expertise to offer a broader, more effective service. As professional advisers we know that the closer we work with our clients, the better we can understand and advise on the issues they face.

This understanding inspires our partner-led structure and ensures that our partners take a hands-on involvement throughout each case and transaction. We also avoid internal processes such as billing targets which can get in the way of the business of providing the best advice. The net result of our partnership approach is that all of our lawyers' energy is focused on helping our clients to tackle problems and make the most of every opportunity.





“They have unmatched excellence in their ability to understand client needs and goals, to offer focused, solution-oriented advice and to operate as part of a team coordinating related disputes around the world.”

Tom Mielke, General Counsel, Kimberly-Clark Corporation



## Our practice areas

A broad-based firm, we distinguish ourselves through the depth of our knowledge in each of our specialist disciplines. This enables our clients to call on a rare blend of legal and commercial understanding, whether in IP, IT, corporate or one of our other practice areas.



### **IP**

Consistently ranked among the world's top IP firms, Bristows has taken the lead on many of the cases and transactions that have shaped today's IP industry. No other UK law firm has such a long and successful history in the litigation of patents; a specialism that was at the heart of our business in 1837 and remains so today. Our lawyers are experienced at advising clients from start-ups to pharmaceutical and IT multinationals on protecting and extracting value from their most valuable assets – their inventions, ideas, brands and business methods. Made up of lawyers whose legal expertise is backed by technical and industry experience, our litigation, commercial transactions and brand & design protection teams can advise on the full range of IP issues.

### **IT**

More than half of our IT lawyers have backgrounds in IT or engineering, giving our firm a level of technical expertise that is unique among UK law firms. The areas we advise on range from the more established realms of commercial IT contracts and business process outsourcing through to the constantly evolving world of e-commerce and issues such as social networking websites and user generated content. We have particular experience in assisting multinationals to comply with data privacy laws all around the world.



### Regulatory

Working with leading companies in the chemical, food, cosmetic, pharmaceutical and biosciences industries has given our regulatory lawyers considerable exposure to the most heavily regulated industries in the world. Combining both technical and legal expertise, our lawyers assist clients in the day-to-day life cycle management and commercialisation of blockbuster products while navigating the complex UK and EU regulatory legal framework.

### EU & Competition

Whether in domestic or EU competition law, our lawyers are recognised as leading experts and our firm has a long track record of representing clients in front of the regulatory authorities in Brussels and the UK. Drawing on the firm's wider IP and technical expertise, we can advise on issues such as current licensing policy through to the possibility of a competition investigation and the latest changes in EU competition law. We also have a track record in dealing with competition arguments before the courts, working with specialists in the firm's dispute resolution teams.

### Media & Marketing

Our specialist teams offer contentious and non-contentious advice on all aspects of media & marketing law, from new product launches and internet advertising to copyright infringement and libel claims. Our clients represent just about every sector, seeking advice on issues including publishing, advertising and marketing, defamation, sponsorship and merchandising, consumer protection, television distribution, privacy and competition law.

### Corporate

We provide corporate and corporate finance law advice to companies of all sizes operating in sectors as diverse as IT, telecoms, pharmaceuticals, chemicals, biotechnology and the media. Our corporate work spans mergers and acquisitions, joint ventures and public and private equity financings as well as corporate reorganisations, technology start-ups and limited partnership investment transactions. We are uniquely well-placed to advise on corporate transactions involving companies aiming to exploit technology or intellectual property rights.

### Dispute resolution

Our litigation lawyers have earned a powerful reputation, as much for our ability to avoid disputes as to win them when they're unavoidable. As well as advising on contractual disputes, we deal with claims relating to product liability, IT, agency, corporate, professional negligence, financial services, property, partnerships, employment, environmental and defamation. We also advise on the full range of alternative dispute resolution methods and have set up a mediation group specialising in IP-related disputes.

### Employment

Our employment team provides advice and support on all aspects of employment law. Our clients range from individuals to companies of all sizes operating in a broad spectrum of industry sectors. In addition to non-contentious and advisory work, we also have considerable experience of handling disputes, including negotiating severance packages and dealing with claims in the Employment Tribunals and High Court.

### Real estate

Our real estate lawyers offer a comprehensive commercial property service for clients from multinational corporations to pension funds, charities to retailers. Our team advises on real estate funding and finance projects and real estate investment structures. Whether investors, developers or occupiers, our clients come to us for advice on everything from buying, selling, leasing and managing real estate through to the development of new property funds.

### Product liability

Our product liability specialists work with clients from a wide variety of industries including healthcare, electronics, food, drink and other consumer sectors. Our team of regulatory specialists, contractual advisers and litigators can advise on every stage of a product's life cycle, from development and launch through to ongoing sales. This can involve anything from advising on the conduct of clinical trials to the launch of the latest mobile phone in multiple territories.

### Tax

Bristows' tax experts enable clients from multinationals to start-ups to minimise tax exposure and do business while complying with the UK's increasingly complex tax system. We offer advice on the full range of tax issues, including corporate and commercial, real estate, IP, charity, employment and cross-border.

“We have used Bristows for many years in a wide range of areas. We find their advice to be of a consistently high standard and we particularly value the fast, professional and responsive way in which it is given.”

Bruce Nottage, Vice President, Finance (UK), Dolby Laboratories

### Our sector areas

Working with clients from across a wide variety of sectors, Bristows has built up a formidable range of industry-specific experience. Below is a brief overview of the main sectors where we operate.



### Life Sciences

Our life sciences specialists – many with backgrounds in chemistry, biochemistry, engineering, genetics and neuroscience – work with leading clients from both the public and private sectors. Our clients range from multinational pharmaceutical and biotech companies to medical device manufacturers, universities and research institutions, SMEs and technology start-ups. They come to us for advice on IP issues – including patents, trade marks, licensing and collaborations – mergers & acquisitions, financing and the coordination of disputes in multiple jurisdictions.

### Technology, Media & Telecommunications

The technical background of many of our lawyers means we are uniquely equipped to advise businesses in the fast-changing TMT sectors. Our clients include some of the largest companies in the IT, electronics, media and telecoms industries. As well as network operators and mobile phone retailers, we also work with publishing groups and new media start-ups as well as leading film and television companies.

### Real Estate

Our clients in the real estate sector include fund managers, investors and developers. As well as advising on buying, selling, leasing and managing real estate, our specialist team helps those clients with the creation and financing of bespoke, tax-efficient, investment and development structures. Examples include property unit trusts, partnerships, joint ventures and investment funds. Our real estate, tax and corporate/finance lawyers advise on property finance transactions varying from acquisition facilities through to innovative mezzanine and equity funding projects.

### Charities & Institutions

Bristows is recognised as a leading firm in the field of charity law. Our clients include many of the UK's leading scientific, engineering and commercial societies and institutions, the majority of which are corporations incorporated by Royal Charter. We advise them in relation to their charitable status, governance and activities and have extensive experience of advising on charities' non-charitable trading subsidiaries. To give our clients the broadest possible service, we also regularly call on other specialists within the firm including our tax, real estate, IP, IT, dispute resolution and employment teams.

### Consumer Products

Our consumer products clients include some of the world's leading multinationals with brand portfolios that extend into food and drink, personal care, household goods, consumer electronics and fashion. We advise them on every stage of a product's life cycle, from research & development, brand & design protection and regulatory compliance through to licensing, marketing and dispute resolution. We also routinely advise FMCG clients on corporate transactions, real estate and tax issues.

### Industrial Markets

Our industrial markets clients include some of the biggest names from the automotive, aerospace & defence, chemicals, energy and construction sectors. With decades of experience advising their industries and a high proportion of technical specialists among our lawyers, we are able to understand the issues these clients face and deliver pragmatic, practical answers.

### Financial Services

As the level of regulation in the financial markets continues to increase, we are advising a wide range of international businesses on their complex and changing obligations. Our lawyers work with both financial institutions and their customers on FSA related regulatory enforcement issues including the promotion of financial products, investment schemes, market abuse and the 'fit and proper' status of FSA approved persons. As well as this core financial services regulatory advice, we also often draw on the expertise of other Bristows teams in related areas such as data protection and IP & copyright.



If you would like to know more about Bristows and how we could work with your organisation, you can arrange a meeting by calling 020 7400 8000. Alternatively, you can visit our website at [www.bristows.com](http://www.bristows.com)



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