

# DBULLETIN

## Ten things you may not know about Devonshires IP work

---

1. We protect client's brand image and trademarks. We assist in the registration and protect trademarks. We also protect unregistered brand images by using, for example the law preventing passing off. We have protected clients ranging from household names to new start ups.
2. We write computer supply contracts for hard and software. These have been successfully upheld in the courts. We understand IT jargon and can ensure the contract actually delivers the product the client wants and it can be explained to board members in non technical language.
3. We can monitor contractual compliance of all IT projects ensuring the correct processes are used, change notices operated and milestones kept too. When a project goes wrong we can limit the supplier's room to evade the consequences – this can include getting our clients all the money they have invested in an aborted project. We have recovered seven figure sums for clients.
4. We prevent competitors from making false claims and seeking to trade off clients brand images including links to websites. Such links can be stopped if you have the right terms of use in place.
5. It is easy for people to put up websites or blogs with offensive material on them. Many dissatisfied customers have used this approach. We have been able to identify people behind websites and blogs and have had both websites and blogs removed by hosts and in extreme cases injunctions imposed to prevent their re-appearance via other hosting companies.
6. We work closely with expert forensic specialists and have successfully recovered hidden material from user's computers indicating that they have viewed inappropriate websites or removed sensitive and confidential information. We have successfully used this evidence in cases including fraud claims.
7. We have protected clients who have had their rights breached under the new Registered European Design scheme. We can protect your designs whether they are registered or not, if they have been copied. Registration gives designs protection which extends beyond actual copying.
8. We undertake defamation proceedings. As would be expected, we have good technical knowledge and recently defended a client who was the subject of an action brought by a major city law firm on behalf of their client, we pointed out that the claim was technically defective and the proceedings, although issued, were then never served.
9. We can assist you in the franchising of a business idea and have acted for franchise holders.
10. We have advised regarding products, services and clients as diverse as bikes (from everyday to those used in the Tour de France), international drinks suppliers, international clothing brands, food chains and restaurants, football clubs (including in the Premier League), banks and financial institutions, regulators, charities and public sector organisations.