

# EIP



## Legal 500 2021 recognises EIP's patent and trademark expertise

The 2021 edition of the Legal 500 UK has been published with good rankings for EIP's patent litigation, patent attorney and trademark attorney practices.

EIP's combined patent offering attracted positive feedback from clients: 'Their patent prosecution and litigation teams take an integrated approach in pre-suit portfolio building and enforcement matters, not siloed like many firms. Good knowledge of integrated global patent strategy.'

EIP Legal led by 'totemic strategist' Gary Moss is 'very commercially focused, with wide strategic and tactical experience, and a huge depth of highly skilled technical knowledge', and is comprised of 'highly effective team of IP litigators' including 'standout partner' Robert Lundie Smith, Matthew Jones, Andrew Sharples, and Kathleen Fox Murphy. The team has 'virtually cornered the market in acting for telecoms patent holders seeking FRAND royalties for their patent portfolios'.

The patents team 'are highly professional and devoted to the work they do'. 'The team has been responsive and effective in handling our European patent matters' and 'their IP attorneys are very knowledgeable when it comes to technology and quick to learn new things.'

Recommended attorneys include Jerome Spaargaren who 'is readily available and always provides useful insight into complex matters', Heather McCann, Matt Lawman, Laurence Brown, Richard Gordon-Brown, Chris Price who 'is a highly experienced patent attorney who is easy to work with', and Darren Smyth 'the creme de la creme of patent attorneys in the UK', along with recent hires Colin Lobban, Gareth Probert, and Monika Rai.

EIP Trademarks team 'provides fabulous trade mark services and broad intellectual property advice. They are experts in their field and are amazing to work with. They really know their stuff.' Head of EIP Brands Claire Lehr garnered glowing testimonials including 'Claire Lehr is a total standout. She is personable, intelligent, diligent and responsive. She provides very practical and business-focused advice. She has become a trusted adviser.'

The Legal 500 rankings are based on feedback from 300,000 clients worldwide, submissions from law firms and interviews with leading private practice lawyers, and a team of researchers who have unrivalled experience in the legal market.