

GJE is a top-ranked firm of intellectual property attorneys helping clients of all sizes to identify, protect and manage their IP assets.

## Early Stage Companies

ENTREPRENEURS and growth businesses are extremely important to GJE. We work with clients to develop a robust and cost effective IP strategy which helps to achieve business objectives. We also help to manage risk and avoid the pitfalls which unfortunately many companies fall into by not thinking through their intellectual property issues early on. In addition to bespoke services for early stage clients we add value in a number of ways. For example, investing time upfront through a free initial scoping of the IP situation. We help develop an IP strategy aligned to your business plan and through a robust IP position, help to attract investment. Because of our strong network, we can introduce useful contacts including early stage investors and trusted service providers.

Although needs will vary, here's an outline of our services:

### START-UP STAGE

- Initial IP Review including evaluation of innovations
- Novelty searches
- IP strategy alignment to business plan
- Company formation and brand name protection
- Domain name protection
- Introduction to accounting, business planning, legal and financial experts.

### GROWTH STAGE – ONGOING

- Protection of your inventions and brands through patent, trade mark and design filing and prosecution
- IP mapping/competitor landscaping
- Freedom to operate
- Enforcement of your rights through oppositions
- Introduction to licensing experts
- Introduction to possible investors

### PREPARATION FOR EXIT/FUNDRAISING

- IP audit to identify and map out your IP
- IP due diligence for M&A, trade sale, IPO etc
- IP valuation
- Support for patent sales
- Support for IP acquisition/joint venturing and open innovation



Managing  
Intellectual  
Property

Gill Jennings & Every LLP  
UK - Patent Prosecution  
Firm of the Year 2010



## WHAT CLIENTS SAY

Michael Pritchard,  
Founder/CEO  
Lifesaver Systems

“I knew from my previous inventions just how important it is to have the right patent attorney on board to create real value in the product. It’s important to go to someone who will dig right to the heart of the idea and build protective walls around it to create long-term value.”

See Michael on our GJE film ([www.gje.co.uk](http://www.gje.co.uk)).

Dr Steve Blatcher  
Chief Technology Officer  
PlaqueTec Limited

“GJE understand the pressures and challenges faced by a technology start up and, from the outset, GJE sought to optimise our strategy to deliver a valuable IP portfolio as quickly and as cost effectively as possible.”

Jayne Bailey,  
Director of Curriculum,  
National Enterprise Academy

“Your involvement has been superb.”

Struan McDougall  
CEO, Cambridge Capital Group

“As GJE are one of the leading international patent attorneys we are very pleased that they have agreed to be one of our core corporate partners. Our investor members appreciate the IP insights we derive from their active involvement and our investee companies are getting the best advice on securing their patent portfolios”.

Chambers

“It is a personable firm with an innate understanding of our needs.”  
“The lawyers provide consistently clear, concise and prompt advice, and possess sound technical expertise.”

“Undisputedly excellent service in the three main areas of IT and engineering; life sciences and chemistry; and trade marks.”

“The group has a solid international reputation, representing numerous clients before the EPO.”

Managing Intellectual  
Property (MIP)

“The firm maintained its strong presence.....working with private equity investors along with start-up and spin-out companies.”

“A strong year for Gill Jennings & Every sees the attorney firm continue its run in the top tier of the patent prosecution table”.

Legal 500

“GJE’s strong trade mark practice... handles all aspects of trade mark work worldwide.”

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The logo for Gill Jennings & Every LLP, featuring the letters 'GJE' in a bold, white, sans-serif font on a dark blue rectangular background. The logo is positioned in the bottom right corner of the page, partially overlapping the white background.