

> WHY SEMPLE FRASER?

What is it about Semple Fraser that attracts so many high profile clients and continues to keep them here, year after year?

The simple answer is they like our style. They recognise the value of a firm that can offer the services of some of the most experienced and respected commercial lawyers in the country, yet is still ambitious and hungry enough to make sure complacency never gets in the way of true client commitment. They appreciate the added value of the way we work as a team on every project, bringing together the combined talents of all groups throughout the firm in a unified effort dedicated to delivering the best possible commercial outcome for our clients.

And perhaps most of all, they see the sense of our decision to focus our service offerings specifically on the areas that matter to them most in the day-to-day operation of their business. In this way, we can concentrate all our resources on providing a level and depth of specialist expertise in each of these key areas which we believe no other law firm in Scotland can match.

Clients also appreciate our commitment to innovation, most recently demonstrated by the development of our Clarisys system of digital filing. This system gives Semple Fraser clients with a number of projects on the go, the unique advantage of being able to access real time information on the status of any job at any time.

With a genuine UK-wide service enhanced by the additional cost benefits of our Scottish location, it all adds up to a distinctive choice that continues to reap considerable commercial rewards for our existing clients - and a distinctive alternative that could make all the difference to you.

Other Semple Fraser service areas:

- Banking & Finance
- Commercial Litigation
- Commercial Property
- Construction
- Corporate & Commercial
- Corporate Recovery & Insolvency
- Employment
- Environment & Pollution
- Planning
- Property Finance
- Tax

SEMPLER FRASER LLP

> THE EXPERTS

OUR PEOPLE

Scott Kerr
 Partner, Head of Intellectual Property
(Accredited as a Specialist in Intellectual Property Law by the Law Society of Scotland)
 t. 0131 273 3730
 e. scott.kerr@semplefraser.co.uk



Stuart Russell
 Partner
 t. 0141 270 2259
 e. stuart.russell@semplefraser.co.uk



Douglas Roberts
 Associate
 t. 0131 273 3732
 e. douglas.roberts@semplefraser.co.uk



Please contact us for further information:

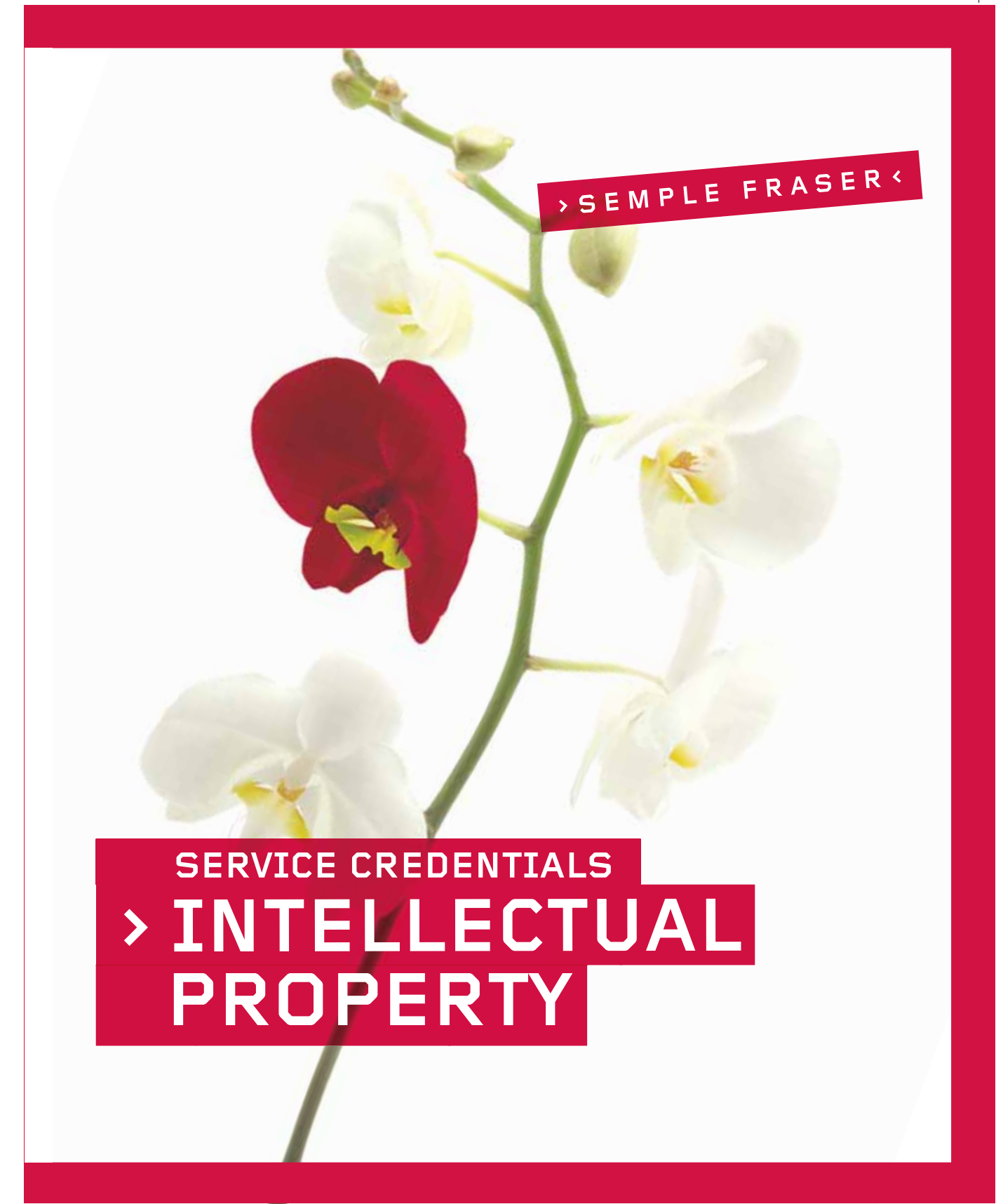
GLASGOW OFFICE
 130 St Vincent Street
 Glasgow G2 5HF
 T +44 (0)141 221 3771
 F +44 (0)141 221 3776

EDINBURGH OFFICE
 80 George Street
 Edinburgh EH2 3BU
 T +44 (0)131 273 3771
 F +44 (0)131 273 3776

E info@semplefraser.co.uk
 Visit our website to sign up to receive regular communications and register for seminars:

www.semplefraser.co.uk

Semple Fraser LLP is a multi-national practice



> INTELLECTUAL PROPERTY

>

- > Brands
- > Copyright
- > Data protection
- > Designs
- > Franchising
- > Knowhow
- > Patents
- > Software
- > Trade Marks

« We have always found Semple Fraser to provide an excellent service, with quality and speed of response backed up by a commercial and common-sense approach to help us achieve our business aims.»

» Iain Horn, Managing Director,
DecisionsDecisions Limited

« Advising us on complex development and licensing arrangements, and taking us through institutional investment, we don't think of Semple Fraser as our lawyers but simply as part of our team - working with us and providing practical and strategic advice.»

» James Anderson, CEO, Verisim Limited

> RECOGNISING THE VALUE

Intellectual property is often thought of as the sole concern of the technology sector - software developers, spin-out companies from universities, inventors - all invariably driven by a determination to turn a bright idea into a successful business.

These are the sort of businesses that tend to think most about protecting their idea through such devices as patents, copyright or trade marks. But every business, no matter what its field, has to think about intellectual property and how best to protect its assets - its brands, its goodwill, its knowhow. And what about compliance - data protection, confidentiality, internet issues? That's why they might initially come to us... but that's not all we offer.

Intellectual property protection is not an end in itself, but only one part of an overall strategy for achieving the client's business aims. It can be very expensive, but getting it wrong can be even more costly - not just financially, but also taking up valuable management time.

We believe we can offer no better service to our clients than to help them look at the larger picture, focussing on where they eventually want to go with the business and the many different routes they can take to get there.

That's why we think automatically about such key areas as corporate structuring, funding and getting the product ready to take to market. Similarly, when advising any business on other issues, it is also matter of course to consider what intellectual property issues might apply to it, whatever its field. Some call it cross-selling - we call it doing our job.

Our role in the team is to assess all potential intellectual property areas and advise clients on what they should think about to ensure maximum commercial reward on the way to ultimate business success.

> OUR WORK

Aspects Software Limited

Advised the company on institutional funding and on all aspects of development and licensing arrangements in the SIM-card and related technology fields.

Association of Photographers

Scottish legal advisers to the Association and its members.

DecisionsDecisions Limited

Advised on development and licensing agreements for specialised software tools with leading financial institutions.

Glenmorangie plc

Advised on brand-related issues, including the Group's trade mark portfolio, worldwide distribution agreements and licensing arrangements.

Luichart Technology Limited

Advised on consultancy and contract terms, including copyright and IP ownership protection issues.

Mascolo plc / Toni & Guy

Advised Mascolo plc / Toni & Guy in relation to franchising arrangements in Scotland.

The Jean Scene Limited

Advised on all trade mark and branding matters in the fashion industry.

Thistle & Broom Limited

Advised on all legal aspects of the company's business as an internet-based purveyor of luxury goods made exclusively in Scotland.

Verisim Limited

Advised on development and licensing arrangements in connection with its simulation software licensed to the leading UK clearing banks and building societies.

VisionWare plc

Advised on licensing agreement for partnering arrangement for specialist software products and data processing agreements.