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Lexcel
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Mayo Wynne Baxter
Solicitors

Media & Creative Industries



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Exceptional Service from Outstanding People

Media and Creative professionals



Intellectual Property Rights

Intellectual Property (IP) is an important and valuable economic asset. Copyrights, trademarks and patents are intangible rights that attach to creativity in business, the arts and science.

Copyright and trademarks are the foundations of the creative industries and Britain has an international reputation for innovation.

MACI

The Media and Creative Industries Team (MACI) can provide advice in relation to:

- Securing protection for IP rights.
- Maximising the revenue that IP rights generate
- Advising on IP rights licensing
- IP rights infringement
- The management and commercial exploitation of rights held by businesses or individuals
- Acquiring IP rights for use in other media
- Helping right owners and creators to build their businesses and plan their futures
- The protection of brands, confidential information and reputation

We act for individuals and businesses, the creators and the users of IP, delivering a service that is tailor-made to your requirements.

If you have a problem, we will work to understand it and deliver a solution. Where there is an opportunity, we will work with you to take advantage of that. We listen, then advise - and at all times our commitment to our clients' interests and the quality of service is paramount.

Our Expertise

- Music: licensing, recording, publishing, collaborative agreements and band partnership agreements
- Entertainment Venues: talent engagement and licensing of premises
- Merchandising: ancillary rights, licensing and acquisition and branded products
- Internet: websites, ecommerce, content licensing and infringement
- Commissioning of IP Content: employees and independent contractors
- Defamation: reputation, confidential information, Trade Secrets and Privacy
- Estate Planning: IP rights management and future planning
- Brands: trademarks, goodwill, passing off, infringement, franchising, protection and licensing
- Corporate IP Policies: rights management and the formulation of internal policies.
- Customised IP and Media Training: in-house workshops and short courses to promote understanding of IP rights

Support

Our Team is aided by other specialists within the Mayo Wynne Baxter departments advising on general business law, employment, dispute resolution - litigation and mediation, probate, trusts and wills and tax planning.

We also have an excellent network of strategic partners such as bankers, accountants, royalty auditors, trade mark agents and patent agents.

Quality of Service

Mayo Wynne Baxter is one of a select group of firms in the South East to have achieved the prestigious Lexcel award. This quality assurance standard is granted to legal practices that have consistently implemented the Law Society's Practice Management Standards and delivered a high quality service to their clients. We were also one of the first law firms in the South East to gain the Investors in People Award, which recognises our major commitment to staff development and professional training.

Contact us

For further information contact the MACI Team using the office details overleaf, or email maci@mayowynnebaxter.co.uk
Alternatively, please visit our website:
www.mayowynnebaxter.co.uk

