

Knights

Intellectual Property

Exploring the importance of IP creation,
protection and commercialisation.

Presented by Jonathan Perlmutter



The UK's largest regional legal services business

- Knights is a listed, UK based legal services group operating from 31 offices across the country
- The Knights platform was created in 2012 as one of the first law firms to move from a traditional partnership model to a corporate structure
- Our unique structure and business model allows us to reinvest our profits back into our people, processes and technology
- We work with a diverse range of high-calibre clients including global brands, FTSE 100 and 250 businesses, private companies and individuals.



1,500
professionals



31
locations



1
Cohesive team

Knights

One team with you

Our collaborative culture gives us the flexibility to build the right delivery team based on client needs and objectives.



Purposefully different

Our structure allows our most experienced professionals to focus on delivering excellent client service.



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High quality solutions

Our focus is on bringing high-quality professional service with speed, accessibility and responsiveness at its core.



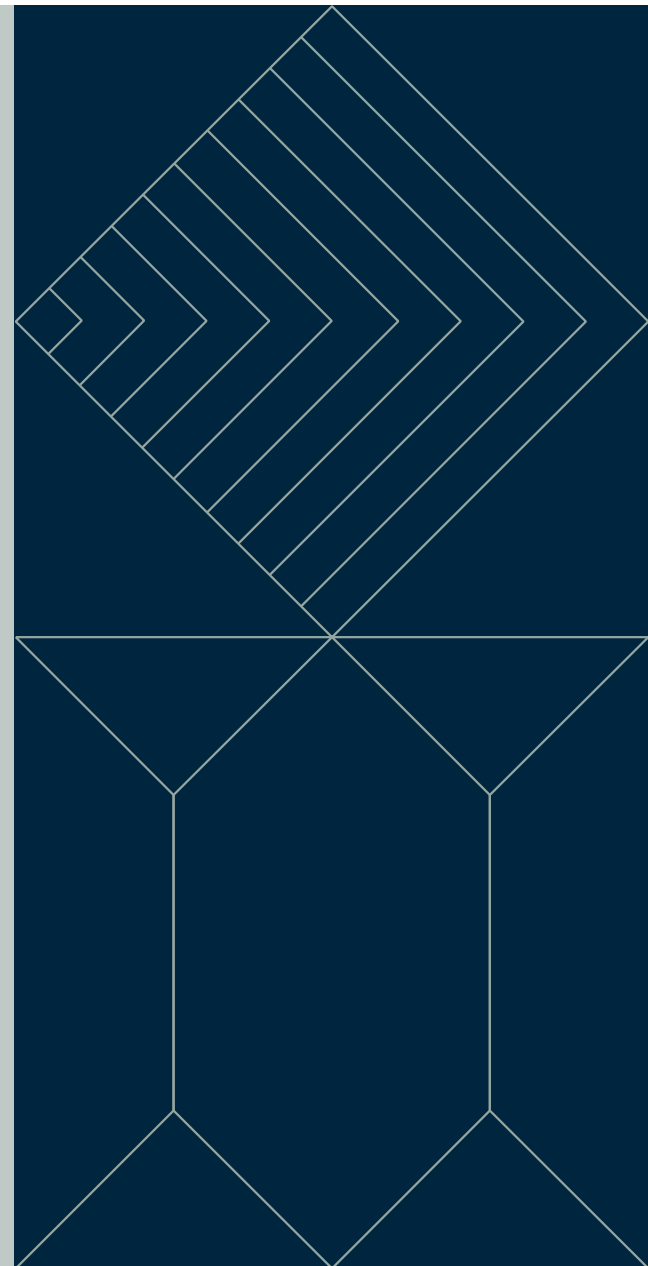
Community focus

We play an active role in our regional communities and support amazing local causes through our 4oC programme

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Agenda

- Types of Intellectual Property (IP)
- What we can do with them
- Questions and answers



Slide 3

SS1

Structure looks great.

Sarah Simpson, 2025-01-16T14:31:32.836

Types of IP right



Type of IP

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Patents

Design Rights

Trade Marks

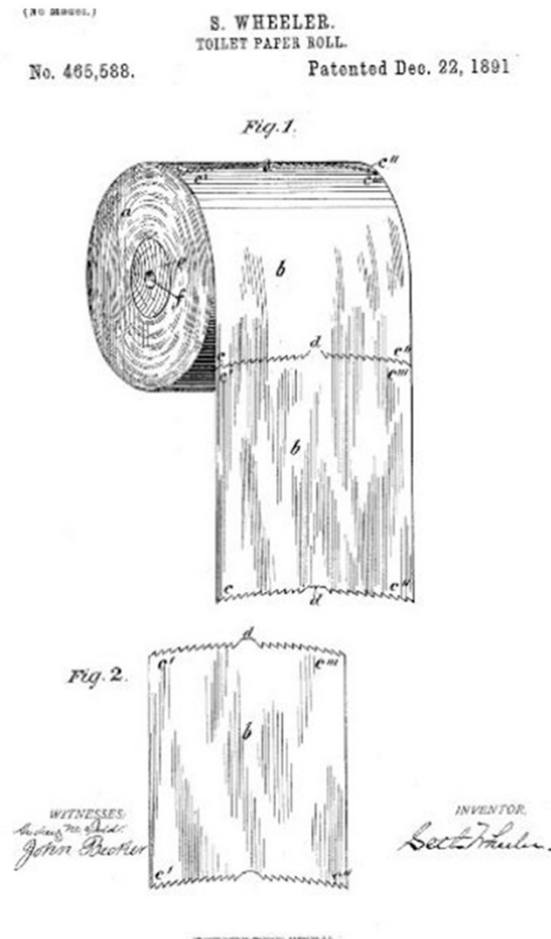
Copyright

Confidential Information/ Trade Secrets

(Monopoly rights v “Copy-rights”)

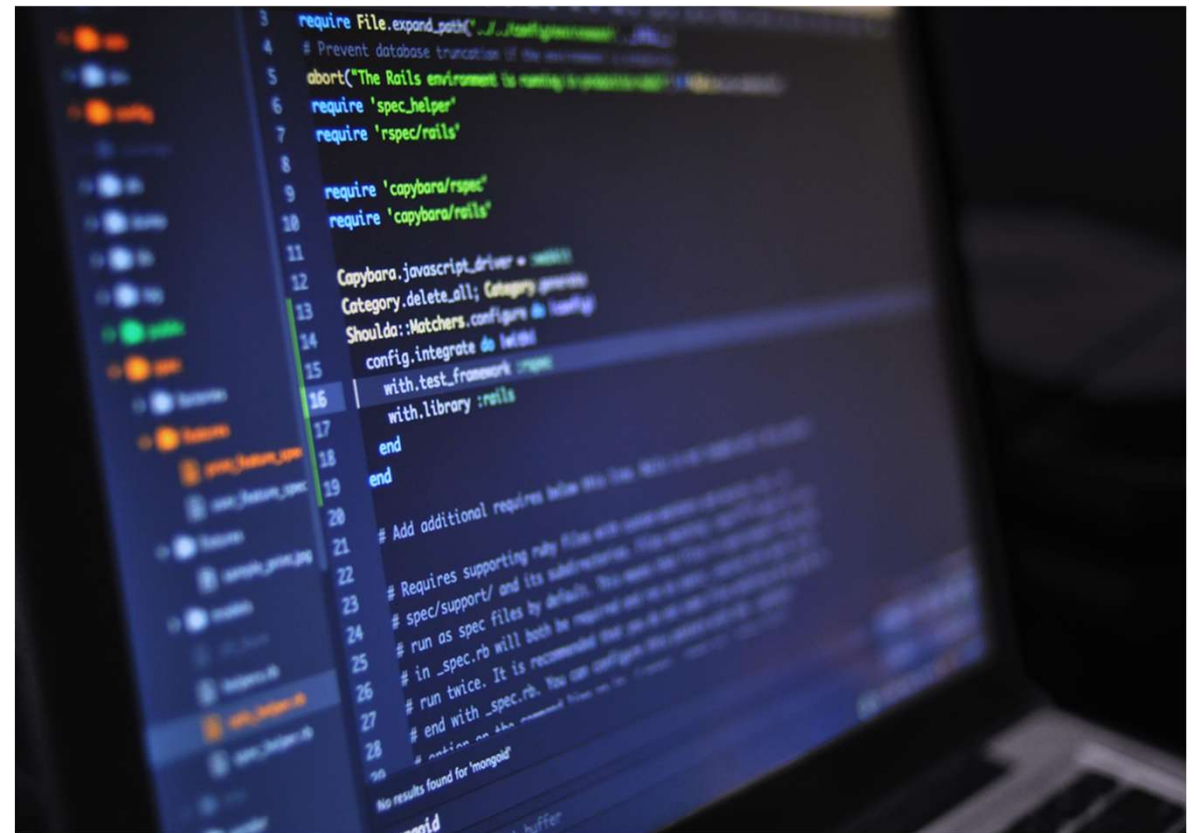
Patents

- Patents protect technical inventions such as new and inventive products or methods
- Need to be protected prior to being disclosed
- They can normally last at least 20 years from filing
- Granted after an examination process – which can take a while



Some Software is patentable!

- Exactly what is patentable varies from country to country
- In Europe, must have a technical effect
- This might be a solution to a physical problem, such as the speed of a computer.
- It is very much best to



Trade Marks

- Trade marks are a badge of origin
- Normally words or a logo
- Will be associated with particular goods and services
- Will last forever, provided you renew them.



Design registrations

- Protect the look of a product
- Can last up to 25 years
- Are straightforward to obtain
- Can be “designed around”



Registration office code
EM

Application number
000786934

Application language code
de

Second language code
en

Application date
10/09/2007

Registration date
10/09/2007

Publication date
20/09/2007

Design description
Yes

Expiry date
10/09/2022

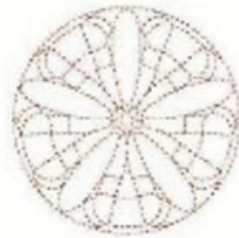
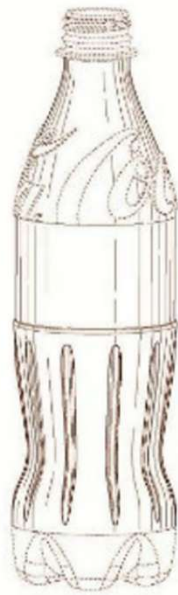
Effective date
10/09/2007

Design current status code
Registered and fully published

Design current status date
04/05/2017

A well-known example:

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UK Design No. 90024191760001 in the name of The Coca-Cola Company

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SS1

To be condensed into key bullet points / infographic.

Sarah Simpson, 2025-01-16T17:03:12.379

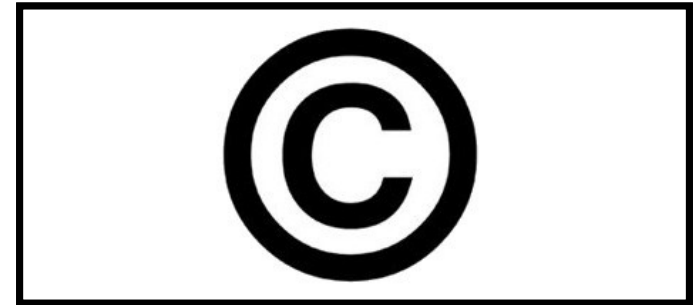
Copyright

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- An unregistered IP right.
- Automatically applies to the creation of original works – no application or fee is required.

Copyright applies to:

- - *Original literary, dramatic, musical and artistic work, including illustration and photography*
- - *Original non-literary written work, such as software, web content and databases*
- - *Sound and music recordings*
- - *Film and television recordings*
- - *Broadcasts*



Multiple species of IP can subsist in a single “invention”

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What we do:

- Value creation through the
- identification and realisation of IP assets

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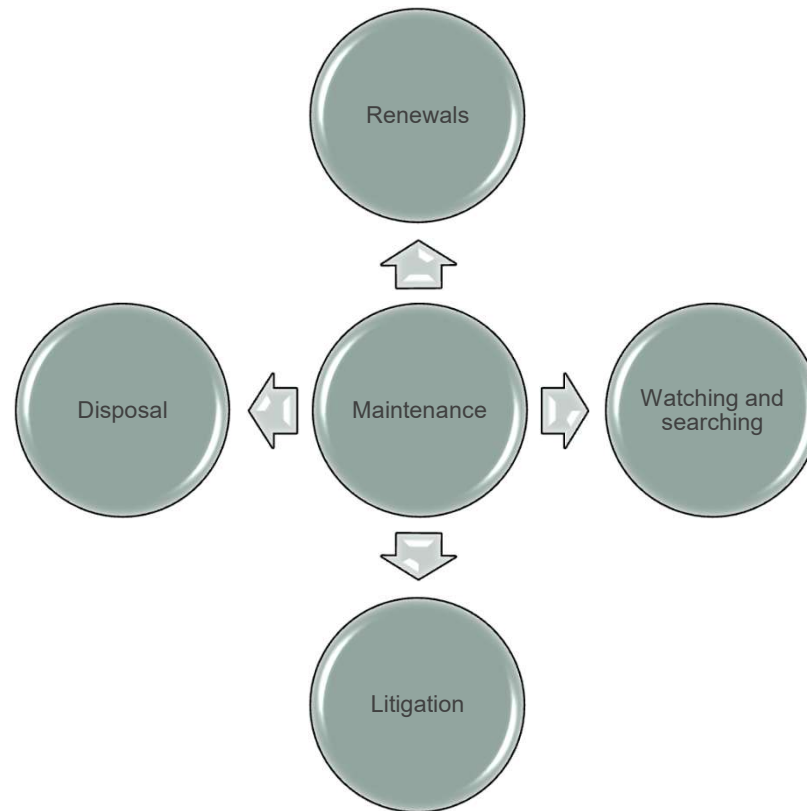
We make “IP objects” for people

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...and we look after them:

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Nagula farxa
KokaKola
TRADE MARK REGD.

SOMALIA

請喝
可口可樂
註冊商標

TAIWAN

請喝
可口可樂®

CHINA-A

קוקה קוללה
קוקה קוללה

CHINA-B

ISRAEL

পান করুন
কোকা কোলা
কোকা কোলা

BANGLADESH

Пийте
KokaKola
ЗАПАЗЕНА МАРКА

BULGARIA

ดื่ม
โคคา โคล่า
KOKA-KOLA

THAILAND

اشرب
كولا
ماركة مسجلة

EGYPT

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KOLA MARKA

ETHIOPIA

마시자
코카·콜라
코카·콜라

KOREA

اشرب
كولا
ماركة مسجلة

MOROCCO

کوکا کولا
کوئیٹ مارک رجسٹرڈ

PAKISTAN

Пейте
KokaKola
ТОВАРНЫЙ ЗНАК

RUSSIA

රන විදිමහ
කොකා-කෝලා
කොකා-කෝලා

SRI LANKA-SINHALESE

We are also in the business of *value realisation*



Auditing



Licences and assignments



Commercial negotiations



Making a product more valuable

IP is indeed valuable...

The world's most valuable Brands in 2019:

- Amazon \$315.5 billion
- Apple \$309.5 billion
- Google \$309 billion
- Microsoft \$251.2 billion
- Visa \$177.9 billion
- Facebook \$159 billion
- Alibaba \$131.2 billion
- McDonald's \$130.4 billion

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SS1

Philip, do we need to include the value of injunctions here, or is this a Q for the audience to guess?

Sarah Simpson, 2025-01-16T14:32:08.809

How to react to IP infringement



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Cease and desist/ letters before action (LBA)

- Notifying an infringing party of protected IP and the rights which are included.
- A hard-hitting solution to prevent continuous IP infringement.

Going to court?

- The Intellectual Property Enterprise Court (IPEC), based in London, is the specialist IP court of England & Wales.
- The IPEC has a damages cap of £500,000 and a costs cap of £60,000.

Any questions?

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Intellectual Property at Knights



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Joined Knights in mid 2025 having previously been Head of Intellectual Property at another firm, which was acquired by Knights.

Jonathan is a European Patent attorney and a Chartered Trade Mark attorney.

Jonathan's areas of expertise include identifying his clients' intellectual property, assisting with securing that intellectual property through registration and protecting it by way of specialist intellectual property dispute resolution.

Described by the Legal 500 2025 as “*prompt, detailed and committed to your success*”!

Slide 21

SS1

Amend to include all members of the IP team with an infographic on who the IP champions are in each region.

Sarah Simpson, 2025-01-16T14:29:50.655