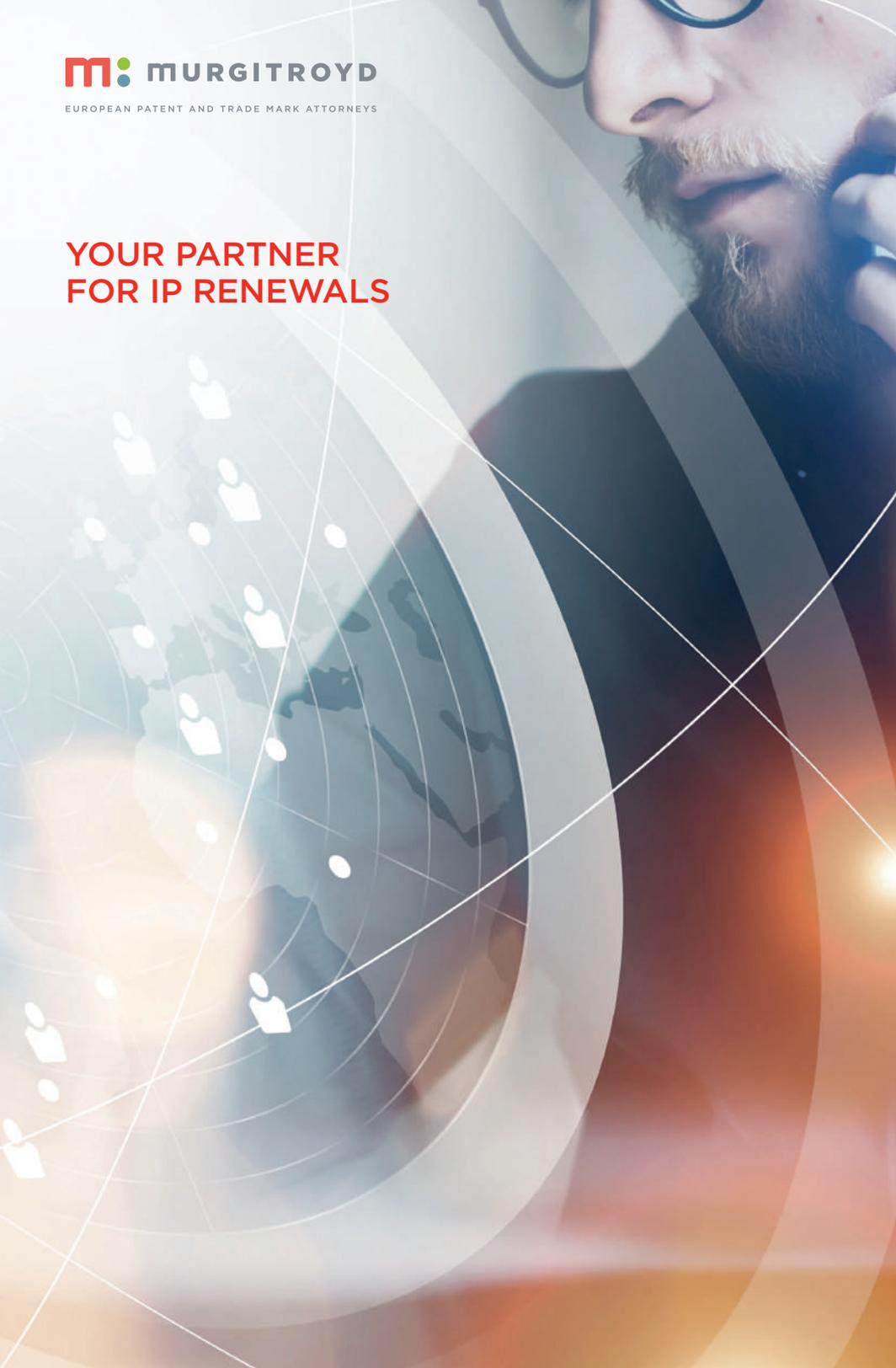




**MURGITROYD**

EUROPEAN PATENT AND TRADE MARK ATTORNEYS

**YOUR PARTNER  
FOR IP RENEWALS**



## MEET MURGITROYD

We're one of the world's leading intellectual property attorney firms, with offices across Europe and in the US and South America. We understand innovation, because it drives our business. Here's what we offer:



40 YEARS OF  
EXPERIENCE



18 GLOBAL  
OFFICES,  
ISO 9001:2015  
ACCREDITED  
FOR QUALITY  
CONTROL



IP AND  
SECTORAL  
SPECIALIST  
ATTORNEYS



DEDICATED  
ACCOUNT  
MANAGEMENT  
AND CONTACTS



RECOGNIZED  
BY LEGAL 500



A SINGLE  
SOURCE FOR  
ALL YOUR  
IP NEEDS

### Our team

Our renewals team is backed by the expertise of 60 IP attorneys and a suite of global support resources.

They handle all types of IP renewals, including patent, trademark and design renewals across all sectors:

- High-tech and software
- Life sciences, chemistry and pharmaceuticals
- Engineering
- Energy
- Consumer goods
- Business and financial services
- Creative industries

*"We offer complete flexibility, and build strong working relationships with our clients to provide a tailored service that provides the information they want, when and how they want it."*

**Stephen MacInnes,**  
Head of Renewals

### Our services

Our renewals clients have access to our full range of IP services. These include:

- Strategy building
- IP audits
- Product and brand ideation
- Searching and landscaping
- Patent drafting
- Global IP filing and prosecution
- European patent validation
- Translation
- Technical drawing support
- Renewals
- Infringement and validity opinions
- Portfolio review and management
- Opposition and appeal representation
- Litigation support
- Licensing and commercialization support
- Due diligence

### Why choose Murgitroyd?

Put simply, because we'll make your life easier. We work quietly but efficiently in the background, reducing your administration so you can get on with what's important.

### Tailored service

We start every new client relationship with a clean sheet. Whether you're an individual, SME, large-scale corporate or legal service firm, we learn what you need from your renewals service and create a plan to deliver it.

### Adaptability

As your business develops, your renewals plan develops with it. We make sure the timing of payments and their format (instructed or automatic) are suited to your precise requirements.

### International reach

We have 15 offices across Europe, two client liaison offices in the US, a patent searching office in Nicaragua and a network of trusted associates around the world. We work in USD, GBP, and EUR, and offer direct renewal in 18 countries, cutting out costs associated with middlemen. We have the scale and scope to manage every aspect of your renewal service, wherever your IP is held.

### Minimal effort to move

Where you have an existing service provider, we work with them to transfer your case records from their systems to ours. Where you've been dealing with renewals in-house, we'll help pull the information we need from your systems. We'll write to local associates if necessary. In other words, we'll manage almost every aspect of your change, making it seamless, simple and hassle-free.

### There are four key elements to the way we work with you:

#### Technology

We've spent more than 40 years developing our in-house IT systems, making sure it lets us focus on what matters. You.

We find out what you need, then configure our systems and procedures to suit. So you get a high-quality, flexible service that adapts quickly to changing business needs, and works seamlessly with your own IT.

We'll even make sure our billing process fits into your accounting systems.

You customize the service by deciding on the timing, delivery and format of reminders, invoices and all other correspondence connected to your renewals. You choose automatic or manual payments, or a mix of both. And you have access to an easy-to-use client portal that lets you view or instruct your renewals at any time.

You don't have to use this technology. If you'd like to work by email, post, telephone or fax, we can do that too. However you choose to connect with us, we're here to make your life easier.

#### Transparency

We know that keeping your IP alive represents a significant financial investment. So as well as working to keep your costs down, we make it as easy as possible for you to see and monitor those costs, with:

- transparent, predictable pricing
- cost breakdowns in advance
- partnership working with your accounts team
- e-billing on major and custom platforms
- monthly, quarterly or individual invoice and purchase order requests
- direct line of contact between accounts departments, to deal with any enquiries

With offices and representation rights all over the world, we can make direct payments on your behalf in the US and across Europe. No middlemen means lower fees, and we pass those savings to you.

Finally, we can provide regular or ad hoc financial reports, budgets and historical cost documents that let you predict and prepare your annual budget. This allows you to view the value of your portfolio against expected costs, enabling you to make commercially informed decisions on whether to maintain your IP.

- Dedicated account management and contacts in 18 global offices
- Global network, multiple languages, time zones and currencies
- Direct payments in 18 countries
- Simple onboarding process
- Innovative, customizable service



### Global expertise

Murgitroyd started in Glasgow, Scotland, more than 40 years ago. Over the decades, we've grown into one of Europe's largest and most respected IP attorney firms, with 15 offices across Europe, two client liaison offices in the US and a patent searching office in Nicaragua.

As well as our in-house expertise, we have a global network of local associates, who we believe are the best in the world. Each is regularly assessed and reviewed on their service, responsiveness and value. It's that careful monitoring and maintaining of standards that led to us becoming one of the first IP attorney firms to hold full ISO accreditation, which we've now had for more than 20 years.

Our full service offering covers much more than renewals, and includes complementary services, such as:

- Change recordals
- License recordals
- Document legalization
- International filings
- European validations
- Opposition management
- Translations
- Illustrations and drafting
- Searching
- IP portfolio management advice

### Service

Everything we do is governed by client service. That means we're always focused on making your life easier. You'll have a local point of contact, and direct access by both phone and email to the team handling your account.

No automatic email acknowledgements, no reference numbers to remember, no repeating the same question to different people time and again. You simply get efficient, responsive and accurate service from someone who understands your business and your priorities.

We know you have a choice of renewals supplier, and that the costs can be comparable. However, unlike many providers we don't tie you into complex contracts and agreements to make sure you stay with us.

## How the service works

We have more than 44,000 renewals cases on our systems. Every one of them is subject to the same quality-controlled processes under ISO 9001:2015. All updates are quality reviewed, and we continually monitor local fee and law changes to make sure our records are up to date.

We create a client service document that contains all the information we need about how you want us to act. It's updated continually, and can be accessed by everyone working on your cases to make sure we're all delivering the service you want.

1. Six to twelve months before your renewal is due, we verify your case data and find the best renewals costs available.
2. Unless we're working to a schedule you've specified, we'll send you a customized reminder five months before the renewal is due. It will include case information, costs, and any other details you've asked to receive. It will also show the cut-off date for manual payments, or the date when we'll start the automatic payment process. That's usually the month before the annuity is due.
3. We start the payment process on the cut-off date. If you make manual payments, and we haven't had instructions from you, we'll prompt you to make sure you don't lose rights unintentionally.
4. If you miss the cut-off date to instruct manual payment it's no problem. There isn't always a financial penalty for instructing closer to the deadline. We only pass on extra charges if they're incurred. If you decide to cancel a payment, we'll do our best to stop it, and pass on any refunds.
5. In some jurisdictions, you can still renew for a given period after the deadline. Where that's the case, if we don't receive instructions from you before the deadline, we'll send you a reminder that it's overdue. That way you don't lose protection unless you choose to.
6. Once your payment is verified and completed, we confirm and record the next due date to make sure you enjoy a seamless service year on year.

## Managing your move

The point of our renewals system is to make things easier for you. That applies to the transition process, too. We work with your in-house team and/or your existing provider to make sure the transition takes place with minimum effort on your part.

1. We talk to you to determine how we can reduce your renewals workload.
2. We produce a customized client service document that shows every detail of every interaction we will have.
3. Working with your in-house team or current service provider, we'll gather all case record information relating to your portfolio.
4. We then do a thorough integrity check, to make sure we have everything we need to take over. (There's also an optional data check, which involves comparing each case against the appropriate local registry to make sure it's 100% accurate.)
5. Once we have the information we need, we agree a transfer date between all parties. We then write to your local associates, where necessary, to tell them about the change.
6. We'll stay in constant contact with you throughout, so you know what's happening every step of the way.
7. Once the process is complete, we'll maintain regular contact to make sure we continue to deliver exactly the service you need.



## We're here to help

Our experienced and professional team are here to talk you through our renewals service.

Give them a call today to see how they can make life simpler for you.



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