



ashfords

Business Services
Solutions not just advice

Why Ashfords

Ashfords is a leading provider of legal and professional services to companies and individuals throughout the UK and abroad. Our aim is straightforward – to help our clients get what they want.

Our clients tell us that we genuinely understand their challenges and their sectors – and that we focus on trying to find solutions, rather than problems.

We do this by providing high-quality, plain-speaking legal advice. We deal with the legal complexities so you don't have to. We don't give you both sides of a story and then sit firmly on the fence while you make the big decisions that affect your future. We help you decide.

We pride ourselves on being down-to-earth and accessible. There's no point in employing expert lawyers if you can never get hold of them, so you can ask us anything, anytime.

Ashfords has built a reputation for excellence and we work hard to form strong, long-term relationships with our clients, based on outstanding service and real value for money.

We have strong international coverage; we work regularly on complex, cross-border projects and offer legal expertise in more than 100 jurisdictions through our membership of ADVOC, International Referral and a range of other networks.

Services for your Business

At Ashfords we understand business - we combine strategic understanding and technical excellence to ensure all your activities are sound and secure.

We provide commercial services for our clients across a range of business interests, from protecting your intellectual property and ensuring your contracts work for you to high value corporate transactions. We work together to provide a seamless service, whether it relates to dispute resolution, restructuring and insolvency, business risk and regulation, IP or employment, to provide a complete solution to our clients' requirements.

Our client-focused and straightforward approach attracts a wide spectrum of clients, ranging from entrepreneurial start-ups to multinationals, who rely on our practical support in devising innovative solutions to overcome obstacles and convert opportunities into successes.

Quality legal work is underpinned by the latest technology, providing our clients with value through efficiency. We focus on delivering advice which is practical and

commercial without sacrificing accuracy. A core part of our client service offering is the delivery of projects on time and within budget.

Working with us is collaborative; our lawyers, many of whom have spent time in industry or in-house, will work with you, not for you, which means that as well as addressing your immediate needs they can anticipate what lies ahead and give you strategic advice on how to tackle any difficulties.



Corporate

We understand not only your business but also your market, helping you achieve your strategic objectives.

Our corporate team has extensive experience in every aspect of buying, selling or investing in a business. We advise on M&A, equity capital markets, private equity, venture capital and crowdfunding investments, joint ventures and restructurings. We are well versed in banking and finance, corporate governance and corporate tax, enabling us to handle the multitude of issues that can arise during a deal.

Our team helps a wide range of clients – from start-ups to multinationals and listed companies – with the full range of corporate transactions. One of our key strengths is our in-depth experience working on major international deals.

We help venture capital and private equity investment funds, management teams and growing businesses with all aspects of financing strategy, fundraising and investment. Our significant expertise in this field enables us to understand transactions from every angle.

Our experience advising on joint ventures helps clients to pool their resources and expand their markets. We assist clients

with choosing the appropriate structure for their venture and support them through to the successful completion of the deal. Added to that, we are well equipped to guide our clients through the specific challenges of management buy-out and buy-in transactions.

Our transactional teams are able to call on our specialist banking team for their expertise in acquisition finance, secured lending, structured lending, project finance, asset finance, restructurings and refinancings, as well as our financial services team, corporate tax team and competition team, all providing detailed, specialist knowledge to help deliver the right result.



Commercial

We provide specialist advice that helps our clients maximise their opportunities while minimising their risks.

Our commercial team has great experience helping clients with the whole range of commercial issues. We start by looking at what you are trying to achieve, and then advise you on the simplest, most cost-effective and timely way to achieve it.

The technology sector is a real area of strength for us; we can help with the full spectrum of needs for IT buyers, investors and technology companies, including advice on cloud computing, information security and data protection.

Our commercial expertise is recognised by clients and peers alike and we provide talented and knowledgeable experts across a wide variety of commercial matters. An area of particular strength is commercial contracts. Getting contracts right is key to any company running smoothly and minimising the risks to your business.

We have a proven track record in outsourcing, particularly in the public sector (whether for the public sector or private sector contracting in), assisting clients from initial consultation and project structuring through to post-completion contract management. We create solutions that will achieve the best outcome for both sides, resulting in balanced and workable commercial arrangements.

We are known for providing advice on innovative structures that enable our clients to be at the forefront of commissioning, whilst making use of the state aid regime to generate funds needed to enable projects to proceed and succeed.



Intellectual Property

Our leading intellectual property team helps individuals and organisations to protect and make the most of their inventions, trademarks and brands around the world.

Companies tend to be rich in IP, but the degree of importance they place on it differs – with many organisations relying largely on automatic copyright. IP often only comes into the spotlight when a company in contract negotiations with potential partners needs help to understand what they are selling or licensing.

We excel in helping companies to understand their IP, assess its value, protect it and make the most of any competitive advantage it might bring. Whilst IP rights can be expensive to obtain and enforce, we help our clients take steps to mitigate the risks and costs involved – for example, by taking out insurance against IP claims or using the significant tax breaks available for research and development. One of our key roles is helping our clients to see that IP is property like any other asset and should be treated as such – a tangible asset with value.

We have a strong reputation in this area because we really get under the skin of any problem. As well as understanding the tech sector, we're recognised as having particular expertise in brand protection, trademark portfolio management, transactional work and IP disputes.

IP rights, trademarks and brands apply on a jurisdictional basis and we have built strong links with foreign lawyers in over 100 jurisdictions around the world.

Employment

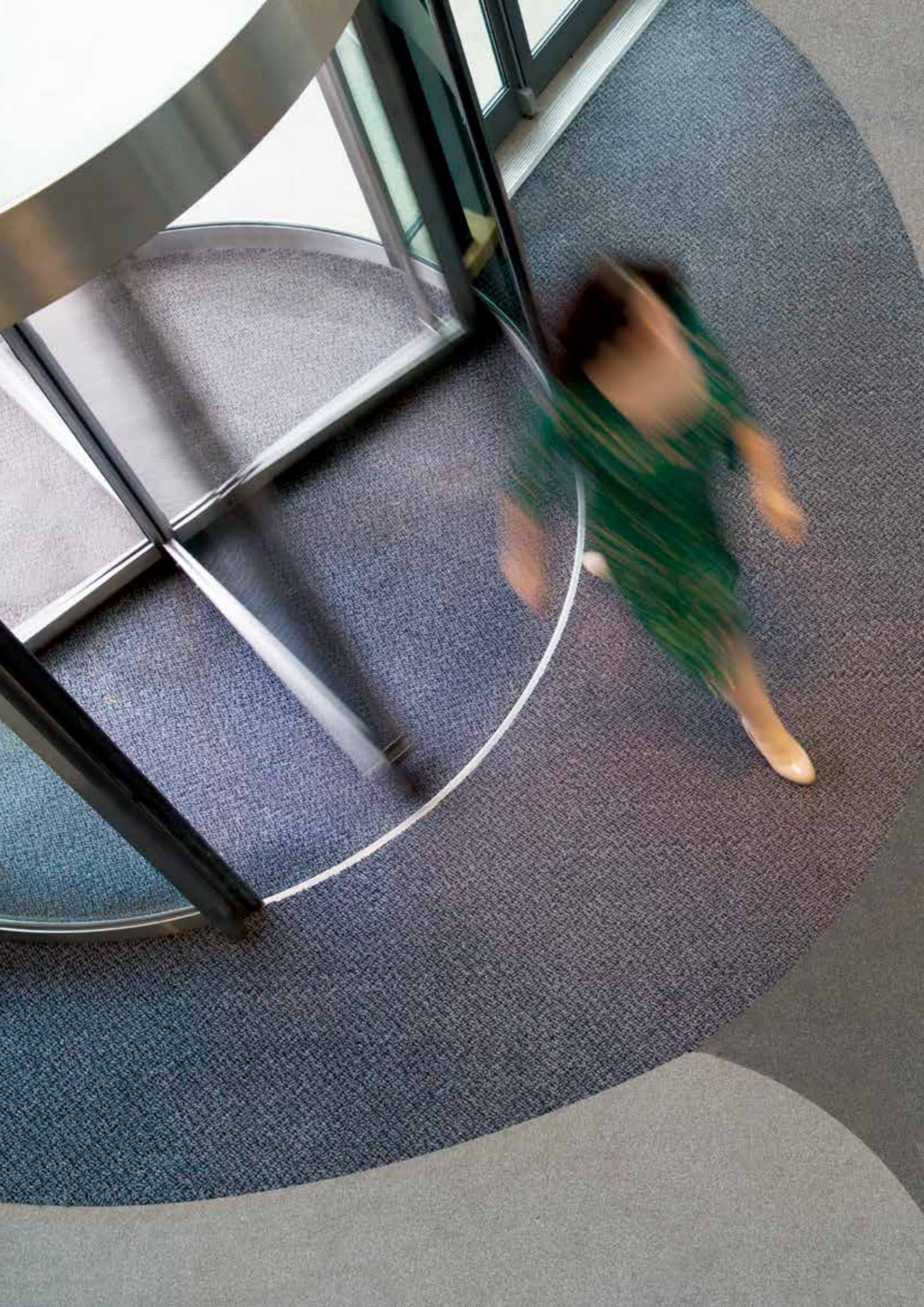
We provide practical advice to employers and senior employees on all employment issues that can arise throughout the course of business and employment.

We help clients ranging from SMEs to local authorities and large multinational businesses with a wide range of employment issues, including HR, employment contracts, handbooks, restructuring and redundancies, TUPE, and litigation in courts and employment tribunals.

We have specialist teams dealing with both implementation of HR policies and contracts and dealing with disputes or regulatory issues that may arise, this includes shareholder, partnership and LLP membership disputes. We also have particular expertise in business immigration, helping companies to bring employees to the UK and getting the relevant permissions.

Our team has built a very strong reputation for both contentious and non-contentious work and we are often invited to comment on high-profile employment and HR cases in the media.





Business Risk and Regulation

We help organisations to manage their risks effectively and comply with ever-changing regulation.

Organisations have a wide range of risks to manage and an increasing burden of regulatory legislation to comply with – something that presents a real challenge when regulators frequently change the way they interpret and enforce the law.

Our business risk and regulation team can help with those challenges. We offer a range of legal risk and liability assessments, including for health and safety and environmental issues. Other areas of expertise include food and agriculture, trading standards, licensing and local authority prosecutions.

Our approach to regulatory action is to prevent it wherever possible, because this is less costly, less stressful, and less damaging to your reputation. When it is necessary to go to court, we are on your side to get the best result possible.

Something that makes us stand out in this area is our wealth of industrial experience. We often deal with engineers and scientists and they appreciate the fact that we understand their challenges and speak their language.

Dispute Resolution

We can help you find the most effective resolution to your issue – whether that's going to court or using alternative dispute resolution.

For litigation to be worthwhile it has to be cost effective for your business. It also has to be worth the investment of management time – a crucial consideration for any business. In addition, litigation is only worth pursuing if you can be reasonably confident of success.

That's why we go out of our way to help you consider every possible course of action, from court proceedings to arbitration and mediation. We advise not just on the legal issues but help to guide you on the commercial reality of your dispute as well.

We have in-depth experience in this area – including in international work – and frequently help clients with issues ranging from judicial reviews to insurance coverage disputes, contract disputes, IP litigation and professional negligence claims.

We have particular expertise in mediation; our ADR-accredited team is highly experienced in bringing disputes to settlement before court hearings, saving you time and money.





Restructuring and Insolvency

As well as working with insolvency practitioners, we act for those affected by insolvency, such as lenders, advisors, businesses and individuals.

Our restructuring and insolvency team works on all types of insolvency issues across a range of sectors, and we have particular expertise in tracing assets.

We also offer genuine international expertise, which is rare in this sector. Our membership of the Insol and Advoc networks enables us to advise overseas clients on insolvency proceedings in England and Wales, as well as UK clients looking to trace and recover offshore assets.

We pride ourselves on providing a real mixture of legal and business-savvy advice. For example, if a client is thinking about putting its business through insolvency, we can advise on what the business consequences of that would be – and what other courses of action might be available.

International

Whether you're a UK business wanting to expand abroad, or an overseas business wanting to move to, trade in or resolve a dispute in the UK, our international team can help.

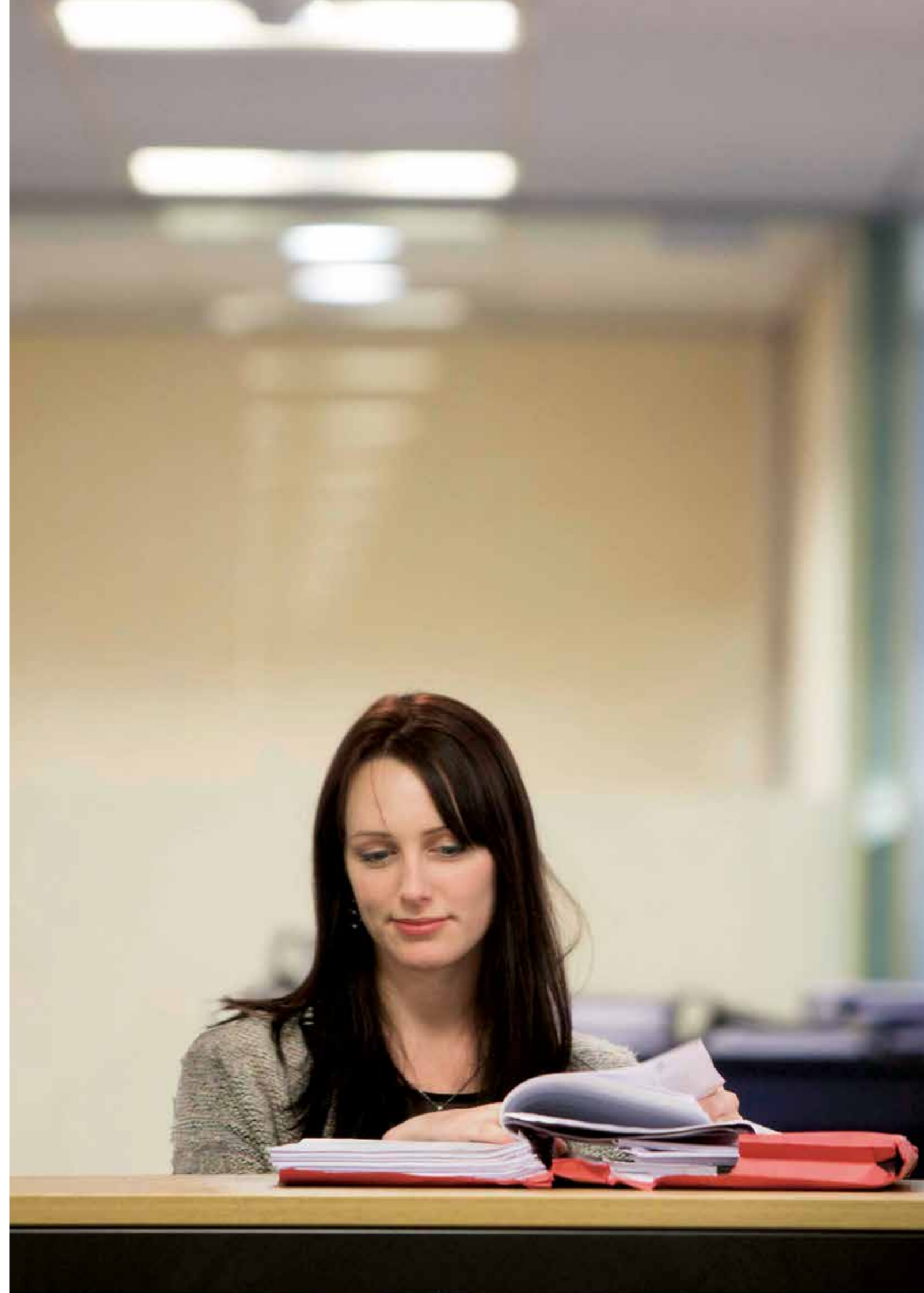
Our experience of both contentious and non-contentious international work means we've seen and done it before. Added to that, our membership of Advoc, International Referral and a range of other networks means we can draw upon the expertise of firms in more than 100 jurisdictions worldwide, so we're able to assist you in any jurisdiction around the world.

This brings comfort to our clients who are entering new territories or resolving issues in jurisdictions they are unfamiliar with.

In terms of non-contentious work, we work regularly on major cross-border transactions, so we're well versed in overcoming the challenges that such matters raise. Other specialisms include corporate governance, establishing businesses in the UK and international commercial contracts.

For contentious work, we assist clients with mediation, arbitration and complex disputes in the commercial court. The UK remains popular for contentious work because clients have confidence in the trustworthiness of the UK system, and many overseas contracts still adhere to English law.

Our priority is personal commitment. We really mean that; we'll be by your side throughout the process, available 24/7 and working across whatever time zones you need.



Recent Work

Our wide-ranging experience

CORPORATE

Advising the shareholders of Stovax on its sale to Nibe Industrier AB.

CORPORATE

Advising Schlumberger Oilfield UK on its share purchase of Rock Deformation Research.

CORPORATE

Advising on the sale of Lexington Catering to Elior UK Holdings.

CORPORATE

Advising Diana Naturals, a global food industry leader, on the share purchase of Confoco SA, a 300 employee banana products business, with assets in Ecuador & USA.

CORPORATE

Advising Gemalto NV with the UK elements of its acquisition of a smartcard business, IP portfolio and trademarks from Keycorp.

CORPORATE

Advising Family Assurance on their £6.5bn pan-EU mutual insurance merger with Engage Mutual.

CORPORATE

Sole legal advisor to Crowdcube, and recommended legal advisors for all crowdfunded companies to effect fulfilment of fundraising rounds.

CORPORATE

Advising Notion Capital in respect of the sale of its holding in Shutl to eBay Inc.

CORPORATE

Advising lead investor Eden Ventures on the share sale of UberVu Limited (a UK company) to HootSuite (a Canadian company) in consideration for stock in the buying company.

CORPORATE

Advising Macromac Plc on admission to AIM with a Market Capitalisation of £10m.

COMMERCIAL

Advising US clean tech giant Sensus on its agreement with Arqiva for the roll-out of electricity smart meters to more than 10,000,000 users in the UK.

COMMERCIAL

Advising the Post Office on high level data protection and information security.

COMMERCIAL

Advising the London Borough of Lambeth on the outsource of its customer service, ICT, and revenue and benefits services.

COMMERCIAL

Advising the UK Commission for Employment and Skills on state aid advice.

COMMERCIAL

Advising Sunday Times Tech Track 100 client, Dynmark International, in relation to its leading cloud based mobile messaging and intelligence platform.

COMMERCIAL

Advising Smartrac Technology on framework agreement with De La Rue International for the supply of biometric data storage and transmission components for ePassports.

COMMERCIAL

Advising the South West Grid for Learning Trust on its cloud services IT public procurement for the education sector, as well as on the protection and distribution of its award winning e-safety tools.

COMMERCIAL

Assisting CreditCall with online payments issues, advertisement licensing and bank agreements for its CardEase mobile payment solution.

<p>COMMERCIAL</p> <p>Advising Thames Water's data protection team on a data sharing agreement with one of its service providers.</p>	<p>INTELLECTUAL PROPERTY</p> <p>Managing worldwide trademark portfolios for L'Artisan Parfumeur and Penhaligon's, comprising around 1,000 trademarks and designs across the globe.</p>	<p>INTELLECTUAL PROPERTY</p> <p>Advising Ginsters on Commercial Participator/ Co-branding Agreement with the Prince's Trust (Prince Charles' charity aimed at helping young people), including promotions, labelling and co-branding arrangements between the 2 concerns.</p>
<p>INTELLECTUAL PROPERTY</p> <p>Acting for Family Assurance Friendly Society in bringing registered trade mark and passing off proceedings in the English High Court.</p>	<p>INTELLECTUAL PROPERTY</p> <p>Negotiating a worldwide trademark co-existence agreement between a renowned clothing designer and a third-party business using a similar trademark.</p>	<p>INTELLECTUAL PROPERTY</p> <p>Advising one of the world's leading generic pharmaceutical companies in respect of court proceedings about a contract dispute.</p>
<p>INTELLECTUAL PROPERTY</p> <p>Drafting complex IP licensing and supply arrangements for lactic acid bacteria technology for a university.</p>	<p>EMPLOYMENT</p> <p>Advising Diana Naturals on HR and employment law issues relating to its acquisition of British food producer Confoco International.</p>	<p>EMPLOYMENT</p> <p>Bringing an Article 6 claim in the European Court of Human Rights worth more than £1m.</p>
<p>EMPLOYMENT</p> <p>Advising Patron Capital Partners on employment aspects of the disposal by Private Equity Fund of its entire investment in Gracewell Homes, a national luxury care homes business, including termination and retention packages.</p>	<p>EMPLOYMENT</p> <p>Working for a multinational pharmaceutical company on the TUPE issues around moving a contract to an overseas supplier.</p>	<p>EMPLOYMENT</p> <p>Representing a local authority in the complex defence of an unfair dismissal and race and disability discrimination claim, with allegations going back nearly 10 years.</p>

<p>DISPUTE RESOLUTION</p> <p>Advising an oil company in an arbitration against an overseas company.</p>	<p>DISPUTE RESOLUTION</p> <p>Working on a \$20 million-dollar claim on behalf of a major European bank.</p>	<p>DISPUTE RESOLUTION</p> <p>Acting for a development client in a multi-million pound professional negligence claim relating to a compulsory land purchase.</p>
<p>DISPUTE RESOLUTION</p> <p>Advising on aspects of English law in connection with a multi-million pound international arbitration.</p>	<p>BUSINESS RISK AND REGULATION</p> <p>Successfully defending a demolition contractor at trial against a Health & Safety Executive prosecution following a major explosion.</p>	<p>BUSINESS RISK AND REGULATION</p> <p>Defending the manufacturer of a faulty industrial tool which claimed the life of a worker.</p>
<p>BUSINESS RISK AND REGULATION</p> <p>Providing advice on food standards and the possible appeal avenues.</p>	<p>BUSINESS RISK AND REGULATION</p> <p>Advising a construction group about liability issues after the defence of an Environment Agency prosecution.</p>	<p>RESTRUCTURING AND INSOLVENCY</p> <p>Acting for a group of companies when the trading entity was placed into administration and the trading business was sold to a third party.</p>
<p>RESTRUCTURING AND INSOLVENCY</p> <p>Helping a client to buy a payday loan company from administrators.</p>	<p>RESTRUCTURING AND INSOLVENCY</p> <p>Restructuring debt in a wholesale and high street retail business. Agreement was reached despite divergent interests and a complete breakdown in working relationships.</p>	<p>RESTRUCTURING AND INSOLVENCY</p> <p>Making a successful hostile application for an administration order to prevent two bankrupt directors selling a multimillion-pound commercial property in London and keeping the proceeds.</p>



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