



ashfords

Technology
Big decisions about the future



Technology Specialists

We understand your business because our approach is as focused on the technology as it is the law.

A number of our lawyers have technology-based backgrounds and have spent much of their careers working in the sector, giving us a valuable edge in terms of understanding the challenges you face. We're passionate about technology, understand the jargon and technical complexities and keep up to date with the latest developments.

Technology is ever evolving, bringing significant benefits – but also significant risks. Our clients trust us to help them when facing challenges such as increased regulation, outsourcing, information security, data privacy, IP protection, access to capital and the use of third party platforms.

We advise entrepreneurial start-ups through to established multinational companies and investment funds on developments in the market such as cloud computing, IT infrastructure, mobile devices, big data, wearable tech and cyber security.

Corporate

We help technology companies and investors to get deals done and achieve commercial goals.

We have a wealth of experience advising on technology transactions from every angle, so we're perfectly placed to give practical advice that will help you get the deal done. We advise a range of UK and overseas technology clients on corporate finance issues, including venture capital and private equity, private and public M&A, IPOs and joint ventures together with all of the corporate governance and company advice they need.

Investment

For technology firms looking for growth or market disruption, funding is a critical challenge.

Innovation hubs and incubators provide crucial support to start-ups in the early stages but securing additional funding and progressing beyond seed stage can prove challenging.

We advise a wide range of UK and overseas clients, from start-ups to tech giants and investment funds. Our strength in venture capital and private equity funding – as well as our contacts and in-depth knowledge of the sector – puts us in a strong position to advise companies working or looking for investment.

M&A

We understand both the commercial and financial context of deals within the sector so can better help our clients achieve their commercial goals.

One of our key strengths is that our team is well equipped to handle cross-border transactions and works regularly on significant international deals.

The team finds it particularly rewarding helping companies through their whole lifecycle – from a start-up seeking tax-efficient angel investment to an exciting exit several years later.

Commercial

Our specialist technology contracts team helps clients make the most of commercial opportunities in the UK and internationally, while minimising the risks involved.

Companies can only realise the benefits of technological developments such as cloud computing and e-commerce – and protect their progress – if they have appropriate legal arrangements in place with partners, suppliers and customers.

We invest the time to understand our clients' objectives and recognise how technological advances and globalisation are changing our clients' commercial needs. Our knowledge and deep understanding of the sector means we are perfectly positioned to anticipate and advise our clients on a full range of transactions, including the drafting and negotiation of agreements, software deployment, licensing, cloud computing arrangements, distribution and reseller contracts.

Our clients rely on us to navigate them through the complexities of their transactions and guide them in managing the legal and regulatory issues that can arise when using technologies such as cloud, open source software and virtualisation.

We also have extensive experience of assisting our clients with all aspects of outsourcing, from initial consultation and project structuring to post-completion contract management.

Our team regularly help SMEs, public sector organisations and multinationals assess their legal risks, starting by looking at what they are trying to achieve and then advising on the simplest, most cost-effective and timely way to achieve it.

Intellectual Property

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

We understand the value of intellectual property rights in a sector driven by innovation. Protection of IP plays an important role in encouraging innovation and the promotion of new technology development whilst providing the governance required for businesses to achieve long-term growth and success.

Technology companies tend to be rich in IP, but the degree of importance they place on it differs – with many firms 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, 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.

Information Law

We understand the increasing importance – to you and your clients – of keeping personal and commercially sensitive information secure.

With the potential for significant reputational damage and unlimited liability, companies are becoming increasingly aware of the need to protect information, communication channels and even access to the internet.

We advise a range of public and private sector clients on information assurance and security and identity and access management, including setting up public key infrastructures and the use of advanced electronic signatures so that you can send and receive data securely.

Breaching data protection laws can result in criminal and civil liability and, often most damaging of all, have a serious impact on your company's reputation.

In terms of data protection, our team works closely with clients to help them balance their compliance obligations with their commercial goals. We help you to maximise the value of the information that you hold while giving you the understanding and procedures you need to ensure your information and reputation are protected.

Recent Work

Our wide-ranging experience

CORPORATE

Acting for Gemalto NV on the UK elements of its acquisition of a smartcard business, intellectual property portfolio and trademarks from Keycorp.

CORPORATE

Advising Notion Capital in respect of the sale of rapid fulfilment service Shutl to eBay Inc.

CORPORATE

Advising a syndicate of European and US investors on investment rounds totalling over \$100m in leading cloud contact centre Newvoicemedia.

CORPORATE

Advising Eden Ventures in respect of the sale of social media marketing platform UberVu to Hootsuite.

COMMERCIAL

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

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.

COMMERCIAL

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

COMMERCIAL

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

INTELLECTUAL PROPERTY

Acting for Family Assurance Friendly Society in bringing registered trade mark and passing off proceedings in the English High Court.

INTELLECTUAL PROPERTY

Negotiating a worldwide trademark co-existence agreement between a renowned clothing designer and a third-party business using a similar trademark.

INTELLECTUAL PROPERTY

Drafting complex IP licensing and supply arrangements for lactic acid bacteria technology for a university.

INTELLECTUAL PROPERTY

Managing worldwide trademark portfolios for L'Artisan Parfumeur and Penhaligon's, comprising around 1,000 trademarks and designs across the globe.

INFORMATION LAW

Advising Thames Water's data protection team on a data sharing agreement with one of its service providers.

INFORMATION LAW

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

INFORMATION LAW

Advising Sensus in respect of its smart metering projects within the UK, including all related data protection and information security issues.

INFORMATION LAW

Providing data protection training to the UK compliance team of one of the largest generics and specialty pharmaceutical companies in the world

INFORMATION LAW

Advising the South West Grid for Learning on its procurement of a single supplier Educational Cloud Services Framework and the associated data protection implications.

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.

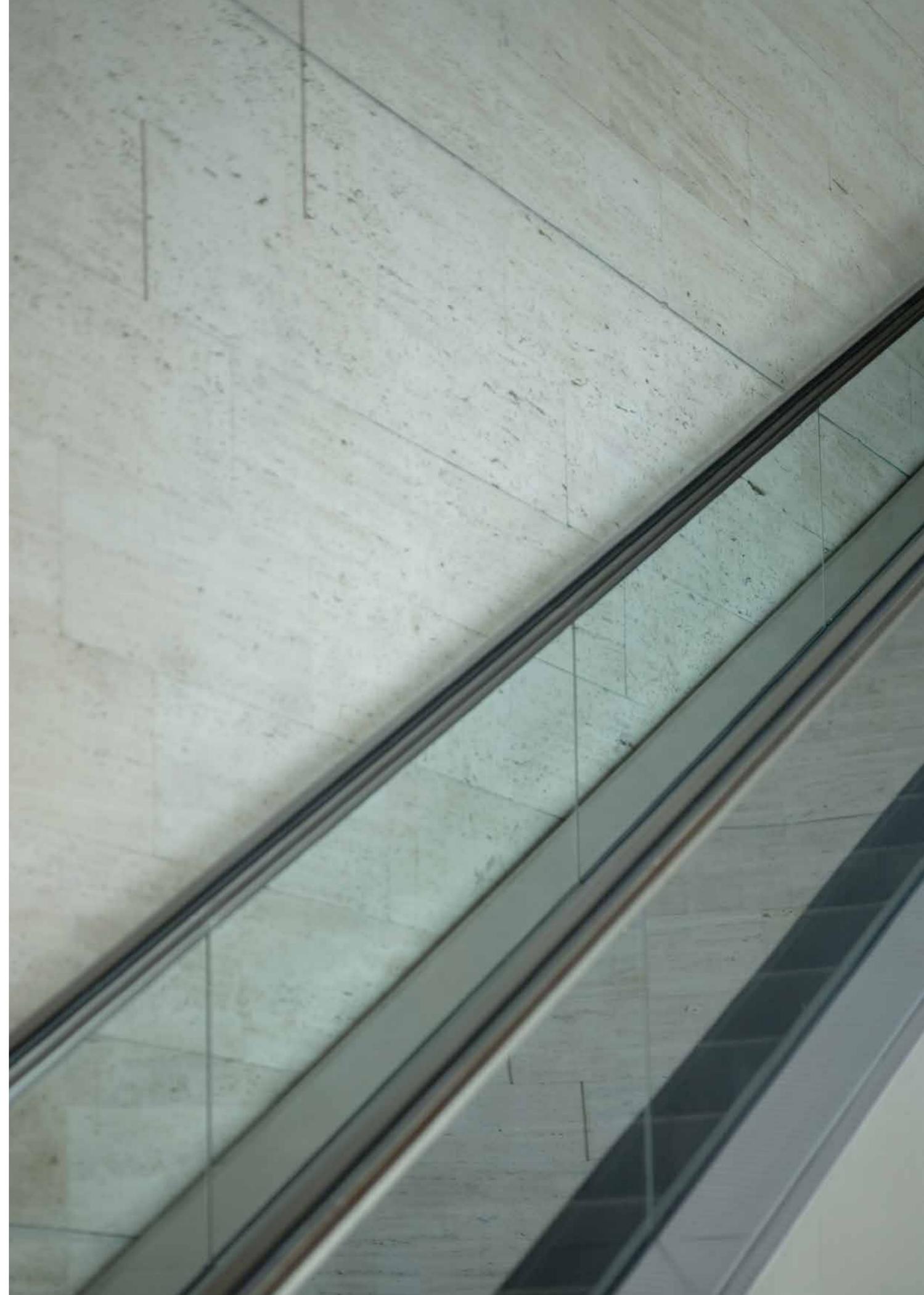
Our clients tell us that we genuinely understand their challenges and their sectors – and that we focus on trying to find solutions, rather than problems.

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.





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