

Protecting your IP rights **in a changing world**

Intellectual Property

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In today's changing world, with technology evolving rapidly and global markets becoming ever more interconnected, businesses in every sector are facing an unprecedented array of IP challenges, each requiring strategic attention.

In the patent arena, the rapid adoption of advanced technology - especially in areas such as artificial intelligence (AI), biotechnology, and clean energy - raise complex questions concerning patentability, inventorship, and cross-border enforcement. Copyright challenges are also increasingly complex due to digital content proliferation and AI-generated works, which complicates the traditional concepts of authorship and originality, alongside ongoing issues with online infringement. Jurisdictions around the world are reconsidering longstanding legal principles as businesses adapt to these new technological realities.

Trade marks continue to face threats from brand dilution, counterfeiting, and unauthorised use in the expanding e-commerce landscape. Design rights are becoming increasingly important to businesses, for example in the consumer products and medical device sectors, and legislation is continuing to evolve both at the UK and EU level.

Our dedicated team of over 450 specialist lawyers, scientists, patent and trade mark attorneys brings a wealth of expertise and industry insight to support your business needs - IP expertise built through advising some of the world's most recognised brands, spanning banking, technology, media, life sciences, and major players in the FMCG sector.

At CMS we understand both the challenges and the opportunities that these evolving issues present. We manage the full lifecycle of IP assets, handling both contentious and non-contentious matters. Whether you own or license IP, we are committed to helping you maximise the value of your assets in today's rapidly changing landscape of technological advancement.

Brand builders

Trade marks play an essential role for both businesses and their consumers. CMS advises on all elements of trade marks with us managing more than 84,000 trade marks globally, along side having conducted the second largest number of UK Trade mark hearings over the last three years.

This extensive experience enables us to advise on trade mark registrations, oppositions and portfolio management, globally and locally. If disputes arise, we are there to guide you through the litigation process, whether you are pressing or defending a claim locally or across national borders.



Protectors of innovation

The CMS patent attorney practice disrupts the traditional boutique approach to provide a service that meets the needs of modern business practice.

High profile and global life sciences and hi-tech companies trust us to manage their patent portfolios. Their portfolios are under constant scrutiny and they need to know they are in the very best hands. Our attorneys have long-held passions for the sectors we work in, with many having PhDs and/or industry experience in their chosen area.

Portfolios are actively managed using a CMS-built database that gives clients direct access to their data whilst enabling us to proactively manage every case. In fact, we manage more than 3,800 patent applications across 50 jurisdictions at any one time.

Defending creativity

Creativity comes in all forms. It may be a new manufacturing process, an innovative piece of code or how an existing piece of tech can be repurposed for improved usability. This creativity deserves the best defence.

Whether it is dealing with trade secrets or applying the latest copyright legislation, the CMS team can handle all matters relating to the copyrights and infringements.

We establish ownership of copyrighted works and register copyrights, we police potential infringements and have substantial experience in copyright litigation.



Case studies

Protecting JLR’s worldwide brand

The firm draws praise for the co-ordination of its international Network

One client says: this network ensures smooth and fast processes, especially since the lawyers involved in various projects always co-ordinate with each other and update each other, thus ensuring optimal communication.

Another impressed interviewee says: CMS has a huge network and I can always trust to receive seamless and high-quality legal advice, regardless of borders.



Since mid-2024, CMS has managed the entire worldwide trade mark portfolio for Jaguar Land Rover (‘JLR’), which consists of 10,000+ trade marks across the globe, including some of the world’s most recognised brands – JAGUAR, LAND ROVER, DEFENDER, RANGE ROVER and DISCOVERY.

CMS taking over responsibility for JLR’s trade mark portfolio coincided with huge corporate changes at JLR, including the shift to its new JLR corporate identity and a ‘House of Brands’ approach.

CMS has supported JLR through its high-profile launch of the new Jaguar Type 00, with a concept car revealed in Miami in December 2024.

The CMS team supports JLR’s in-house IP team in relation to numerous disputes and infringements, support in relation to rolling out new car, model and trim names, and advice on transactional IP matters.

Our role has included:

Monitoring new trade mark applications and advising on responses to these.

Devising and implementing dispute resolution and litigation strategies

Co-ordinating and managing the registry and court disputes globally.

Preparing legal arguments, evidence and witness statements for registry and court disputes

Co-ordinating between counsel.

CMS team of 2 partners; 14 associates; 7 paralegals

Chosen by Microsoft as a Law Firm Leader

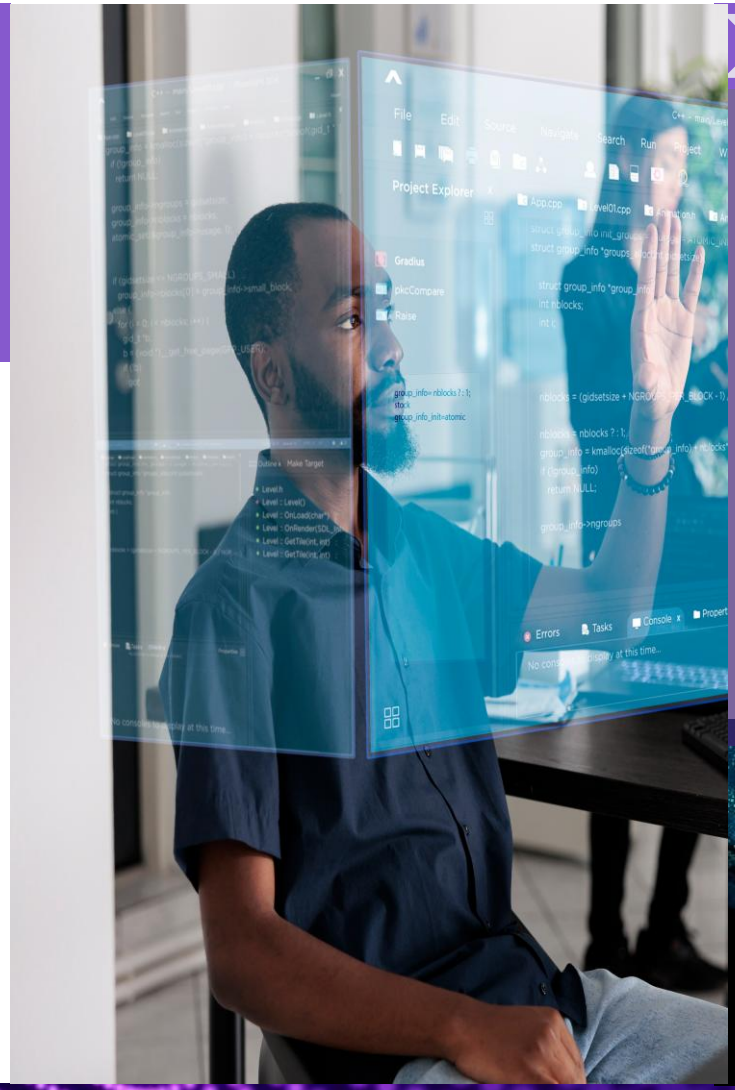
CMS is retained by Microsoft on its small bench of European Patent Attorneys, undertaking original drafting work for technology originating in the UK, Europe and the Middle East, and EPO filing work for applications with origination in the US. As well as this European-focused work, we are also frequently entrusted with the management of acquired portfolios. CMS currently has in excess of 1,200 live applications in prosecution for Microsoft.

Microsoft trusts CMS because of our combination of technical expertise, tech sector knowledge ranging from AI, communications to physics and the excellent working relationships we have built together.

Innovative thinking and systems are central to our success. CMS has built tools for tracking objection types raised by the patent office and uses automated tools for checking patent draft formal requirements. These enable us to work efficiently for high volumes of matters. CMS uses video conferencing facilities for hearings which gives efficiencies for our clients.

The team at CMS appreciates the commercial realities experienced by us and advise us by seamlessly balancing the law and its practical application.

Chambers & Partners



Examples of AI we have protected include:

- **AI technology in medical image analysis such as Microsoft's Inner Eye solution**
- **AI technology**
- **AI technology in Bing**
- **AI in computer security**
- **We also protect Microsoft's quantum computing technology**
- **Microsoft's Law Firm Leader Award**

At a glance

Strong sector expertise in Automotive, Consumer & Retail, Energy, Life Sciences & Healthcare, Mechanical Engineering, Technology, Media & Communications

#1 **Intellectual Property UK (Scotland)**
Chambers & Partners

PATMA: Patent Attorneys UK (England)
Legal 500

#1 **Intellectual Property: Unfair Competition (Germany); Entertainment: Copyright Disputes (Germany); IP (Hungary, Poland and Scotland); Trade Marks, Copyright and Design (England & Wales)**
Legal 500

Actively serve on committees of leading industry associations, including **INTA, PTMG, ITechLaw, Marques, AIPLA** and **AIPPI**

Gold-ranked in World Trademark Review for England & Wales, Poland, Scotland and **Gold-ranked in IAM Patent 1000** for Scotland

450+ **lawyers, patent and trade mark attorneys and scientists globally**

Top 10 Patent Firms and IP Practices - Austria, Czech Republic, Germany, Poland, UK
The Patent Lawyer Magazine 2025

Biotechnology, Food & Healthcare sector (Silver), Chemistry & Pharma (Bronze), IT & Software sector (Silver), Mechanical Engineering (Bronze)
FT Europe's Leading Patent Law Firm 2026

Most Innovative Use of Technology
The Lawyer Awards UK 2024

Europe Design Firm of the Year
Managing IP 2024, 2026

UK Copyright Firm of the Year
Managing IP 2026

Germany Senior Partner of the Year – Gordian N Hasselblatt
Legal 500 Germany Awards 2026

Portugal Practitioner of the Year – João Leitão Figueiredo
Managing IP 2026

Spain Rising Start of the Year – Álvaro Seijo Bar
Managing IP 2026

Scotland Practitioner of the Year – Neeraj Thomas
Managing IP 2024, 2026

UK Practitioner of the Year for Soft IP – Joel Vertes
Managing IP 2024, 2026

Our track record



Managing IP portfolios

Dentsu Aegis
On managing its global trade mark portfolio, operate their watch service and advise on international disputes, licensing, copyright and related IP issues.

Emmvee Photovoltaic Power Limited
On managing its trade mark portfolio in India and across key international jurisdictions, encompassing clearance searches, filing strategy, and prosecution.

Luzi
On managing its worldwide trade mark portfolio, including strategic decisions on trademark protection, managing trademark registrations, new filings and assisting with trademark conflicts worldwide.

Resolving disputes

Leifheit AG
On defending against claims based on unfair competition law by a competitor due to allegedly misleading advertising, with test victory in several European countries.

Hisense
In patent infringement proceedings brought by Access Advance Members ETRI, JVCKenwood, Dolby, NTT Docomo over video coding patents before the UPC Local Divisions Munich and Düsseldorf.

Mayborn, owner of the globally recognised “Tommee Tippee” brand
On defending a Patent Court claim regarding registered design infringement brought by Chiaro Technology Limited.

Defending rights and strategy

Xiaomi
On its worldwide trade mark prosecution and protection strategy.

Warner Bros.
On the launch of HBO MAX streaming service in the Asia Pacific region, including full suite of issues such as IP, consumer protection, advertising and marketing and regulatory issues.

PPF Hungary
On the EU trademark applications opposed by the client’s biggest competitor on the cat food market.

Protecting designs

Dassault Systems
On the copyright infringement of SolidWorks software in Latin America.

Near Foundation
On its protection and defence of a new trademark portfolio in Switzerland, Germany and the UK.

Eli Lilly
On a global product protection programme in more than 80 countries to combat product counterfeiting.

Future facing

The IP landscape is constantly evolving, and so are we.

As you'd expect from a law firm that acts for some of the world's top tech companies, we strive to use new technology to enhance the service we deliver.

Our clients benefit from bespoke CMS-developed tech and industry-standard AI.

CMS's Intellectual Property Department is excellent for high-level and complex questions and offers a good mix of very sound legal advice and practical tips.

Legal 500

Managing patent portfolios

The CMS patent attorney team uses proven, robust and efficient processes to manage portfolios through the patenting process. Portfolios are actively managed using a CMS-built system. It gives our clients direct access to their data whilst enabling us to proactively manage every case.

CMS Umbra

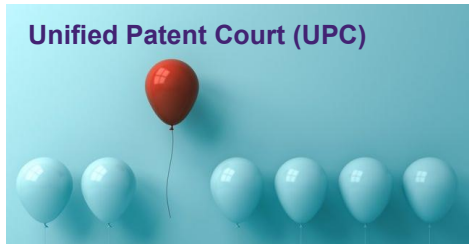
CMS Umbra - our award winning, cutting-edge, AI-driven IP commercialisation tool (won the coveted "Most Innovative Use of Technology" award at The Lawyer Awards 2024). It is a first-to-market AI solution designed to help IP-rich clients - or businesses who invest in such companies - to commercialise and maximise the value of patent portfolios. Find out more here.

AI delivering savings

Disputes often involve large volumes of documentation, and that's particularly true in a heavily regulated and IP-intensive sector. Our CMS e-disclosure team, CMS Evidence, provides the latest e-disclosure tools to review, analyse and organise documents in a cost-effective way. It means that we can scope, budget and manage the entire disclosure process from start to finish, saving time and money. Due diligence, data and contract analysis can be time consuming and complex. We use AI tools to review large swathes of information quickly and cost-effectively. The software enables us to cluster, compare, analyse and visualise data from multiple sources and search thousands of documents accurate.

Keeping you up to date

In a dynamic commercial landscape with ever-expanding technological horizons, it is increasingly important for businesses to capture value from their intellectual capital and knowledge-based assets. After all, these assets can be far more valuable, and more difficult to control, than almost any other type of corporate holding. The CMS IP group keeps on top of developments in the industry and keeps you up to date with what you need to know.



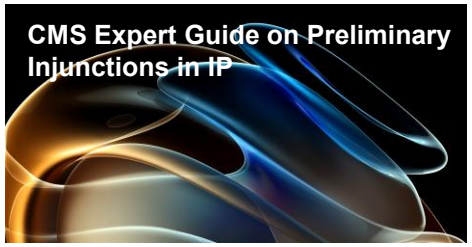
The introduction of the Unitary Patent (UP) and Unified Patent Court (UPC) is one of the most significant IP developments in Europe for decades. These two new pillars of patent law and practice came into effect on 1 June 2023. CMS has followed the development closely.

Find our insights on the UPC and the Unitary Patent System here.



Patented technology often ranks among a company's most valued assets. Protecting your business from patent infringement - or defending yourself against patent infringement claims of third parties - can be a complex and intensive process. This guide is our essential tool giving you an overview of the options and pathways to enforce patents in the courts of major jurisdictions.

Visit here.



Preliminary injunctions (PIs) play a critical role in safeguarding intellectual property (IP) rights, as they are intended to protect IP rightsholders from immediate and irreparable harm. Consequently, PIs serve as fundamental mechanisms for preserving the commercial value of IP.

This guide offers an overview of the principal requirements for obtaining a preliminary injunction and provides a comparative analysis of the procedures in various jurisdictions.

Visit here.



The case tracker provides details on recent cases, including the relevant litigation, summaries of each party's arguments and the final judgment, in order to develop an understanding of this new developing landscape of case law.

Find out more here.

Legal Updates

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Staff

> 10,000

58% female

Lawyers

> 7,200

52.8% female

110 new partners in 2025, taking the total to over 1,500

19 Practice and Sector Groups working across offices

offices

92

cities

87

countries

50

EUR

2.173bn

turnover for 2025

The Americas

Bogotá
Lima
Mexico City
Rio de Janeiro
Santiago de Chile
São Paulo
Silicon Valley *

Europe

Aberdeen
Amsterdam
Antwerp
Barcelona
Belgrade
Bergen
Berlin
Bratislava
Bristol
Brussels
Bucharest
Budapest
Cologne
Dublin
Duesseldorf
Edinburgh
Frankfurt
Funchal
Geneva
Glasgow
Gothenburg
Hamburg
Istanbul
Kyiv
Leipzig
Lisbon
Liverpool
Ljubljana
London
Luxembourg
Lyon
Madrid
Manchester
Milan
Monaco
Munich
Oslo
Paris
Podgorica
Poznan
Prague
Reading
Rome
Sarajevo
Sheffield
Skopje
Sofia
Stavanger
Stockholm
Strasbourg
Stuttgart
Tirana
Vienna
Warsaw
Zagreb
Zurich



Africa

Casablanca
Ebene
Johannesburg
Luanda
Maputo
Mombasa
Nairobi

Middle East

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Dubai
Muscat
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Further information can be found at **cms.law**