

Protecting your IP rights in a changing world

Intellectual Property



Protecting your IP rights in a changing world

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.



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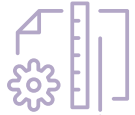
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Brand builders

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 86,000 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 Sky's brand across Europe

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.

Sky group is a leading entertainment business, headquartered in London and active across the EU. The SKY brand is the most important asset of Sky's business and Sky robustly defends it from infringement and dilution. CMS has successfully won two pan-European injunctions and dozens of registry victories to date and we continue to advise.

Sky has been in dispute with Chinese electronics business Skyworth since the early 2000s when Skyworth first sought to register the trade mark SKYWORTH for home entertainment products globally, including in Europe. Similar products are at the heart of Sky's business. In 2016 Skyworth announced a plan to launch SKYWORTH branded televisions across the EU. In response, Sky has taken court action in both Alicante, Spain and Vienna, Austria in parallel with around 100 registry disputes globally. Advised by CMS, Sky has been successful in these actions.

Our role has included:

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

Devising and implementing a litigation strategy.

Instructing and guiding all professional investigations and activity tracking.

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

Preparing evidence and witnesses for the court actions.

Co-ordinating between Sky's UK and Swiss counsel.

Devising and running a retailer enforcement programme.



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



Pictured: Microsoft HoloLens, an untethered mixed reality device



Examples of AI we have protected include:

- AI technology in medical image analysis such as Microsoft's Inner Eye solution
- AI technology in HoloLens
- 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 and Hungary); Trade Marks, Copyright and Design (England); IP (Poland and Scotland)
Legal 500

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



**Gold-ranked in World
Trademark Review** for England
& Wales, Poland, 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 (Gold), Chemistry & Pharma (Silver), IT & Software sector (Silver), Electrical Engineering & Physics (Bronze)
FT Europe's Leading Patent Law Firm 2022-2025

Most Innovative Use of Technology
The Lawyer Awards UK 2024

Europe Design Firm of the Year
Managing IP 2024

**Europe Impact Case of the Year –
Papierfabriek Doetinchem v Sprick**
Managing IP 2024

**UK (Scotland) IP Transactions
& Advisory Firm of the Year**
Managing IP 2023-2025

**Lawyer of the Year - IP&IT & 50 Most
Influential Women in the Legal Sector –
María González Gordon**
Iberian Lawyer 2025

**Top 50 Most Influential People in IP –
Kelly Saliger**
Managing IP 2024

**Scotland Practitioner of the Year –
Neeraj Thomas**
Managing IP 2024

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



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.

BAE Systems

On managing the global trade mark portfolio, including managing over 820 live marks across 47 territories; providing BAE Systems HQ with strategic advice on new mark availability, protection gaps, filing and prosecution; and administering a watch service and a renewal portfolio.

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.

Ferm RFID Solutions

On initiating proceedings based on the unlawful acquisition of trade secrets by Avery Dennison Corporation and its Dutch subsidiary.

Mayborn, owner of the globally recognised “Tommee Tippee” brand

On defending a Patent Court claim regarding registered design infringement brought by Chiaro Technology Limited.

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 application strategy and representation and coordination with several application procedures, in particular for the protection of product designs by 3D trade marks.

Defending rights and strategy

Xiaomi

On its worldwide trade mark prosecution and protection strategy.

SNIPR

On the prosecution and management of over 200 patent matters world-wide, and the portfolio continues to grow.

PPF Hungary

On the EU trademark applications opposed by the client's biggest competitor on the cat food market



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 accurately.



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.

Unified Patent Court (UPC)



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, following the conclusion of the 3-month sunrise period. CMS has followed the development closely.

Find our insights on the UPC and the Unitary Patent System [here](#).

CMS International Patent Litigation Guide



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](#).

Open secrets? Guarding value in the intangible economy



A report commissioned by CMS and written by The Economist Intelligence Unit. It explores the extent to which firms identify intangible assets as trade secrets and implement protective measures to safeguard them accordingly. The report is based on a survey of 314 senior corporate executives located in China, France, Germany, Singapore, the United Kingdom and the United States, and across six sectors: consumer goods & retail; finance; energy & natural resources; life sciences and technology, media & communications. The survey was conducted in January and February 2021. Visit [here](#).

AI & Copyright Tracker



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](#)

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Staff

> 10,000

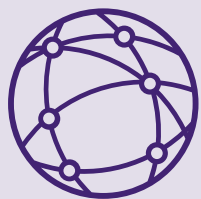
58% female

Lawyers

> 7,200

52.4% female

56 new partners
in 2024, taking the
total to over
1,300



19 Practice and Sector Groups
working across offices

offices

92

cities

87

countries

50

EUR

2.073bn

turnover for 2024



The Americas

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

Europe

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

Casablanca
Ebene
Johannesburg
Luanda
Maputo
Mombasa
Nairobi

Africa

Abu Dhabi
Dubai
Muscat
Riyadh
Tel Aviv

Middle East

Beijing	Hyderabad
Bengaluru	Mumbai
Brisbane	New Delhi
Chennai	Shanghai
Gurugram	Singapore
Hong Kong	Sydney

Asia-Pacific

* Representative Office



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