
IDENTIFY. CAPTURE. PROTECT. EXPLOIT.

IP strategies for
clever thinkers →



JAMES & WELLS
INTELLECTUAL PROPERTY

AUCKLAND • HAMILTON • TAURANGA • CHRISTCHURCH

OUR FOCUS IS GROWING NZ BUSINESS.

→ Clever thinking is needed
for New Zealand businesses to
thrive in international markets.

KIWIS CAN FLY

Kiwis cannot compete purely on price or location – unlike many of our international competitors. But we can compete through being clever. Intellectual Property is a mechanism to capture that cleverness. And by adopting clever IP strategies, we can make our businesses fly.

Unlike other major IP firms the vast majority of James & Wells work comes from New Zealanders.

We have learnt much from our exporter clients and we combine that with our knowledge of international IP law to tailor innovative IP strategies to clients' markets.

“Competitive strategy is about being different. It means deliberately choosing a different set of activities to deliver a unique mix of value.”

– *Michael Porter, Marketing Guru*

IP MANAGEMENT

We document your whole portfolio and provide you with up-to-date snapshots of status and actions required so you can manage budgets without losing valuable rights.

Every client taking advantage of our corporate services receives a catalogue detailing each of their projects, including:

- Business case

- Relevant IP strategies

- Associated IP and status

- Current patent claims

- TM goods / services description

- Representative graphics

- Latest corporate meeting minutes

CORPORATE MEETINGS

Our regular one-on-one meetings with clients mean decisions are made immediately with full understanding of the client's business case and an overview of the whole IP portfolio.

All non-urgent correspondence is held for the meeting – stopping the paper war and allowing for discussion or clarification.

STAFF EDUCATION

It is critical that valuable Intellectual Property is captured before it is lost. This can be achieved with good systems and staff educated in IP issues relevant to their jobs.

James & Wells are skilled in training – whether in group sessions or one-on-one.

Topics often requested include:

In-house searching

essential before starting any R&D project

Brand strategies

making sure your marketing dollars are not wasted

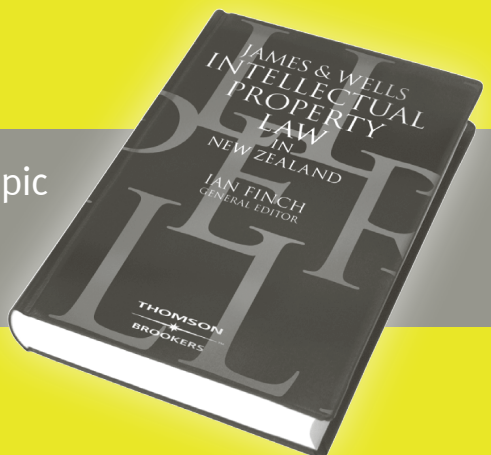
Identifying protectable IP

helping clever people recognise they have something special

3rd Party Interactions

putting systems in place so IP is not lost to others

We can deliver on any IP topic relevant to you. After all, **we wrote the book...**



WHAT OUR CLIENTS SAY

We could impress you by talking about our qualifications and experience – but it means more to hear what our clients say...



We have used James & Wells as our primary Intellectual Property attorneys for over 10 years and have been pleased with the service provided. Having regular meetings with Kate Wilson has been very useful in helping us develop strategies for our Intellectual Property.

AgResearch Limited aims to become the world's best pastoral agricultural research institute and sees James & Wells as being an integral component in achieving that aim. ”

→ Ian Boddy – AgResearch Limited.



We value their practical, reasoned approach to the day to day matters and their contribution to ZESPRI's commercial and strategic objectives. We have a collaborative relationship, and we find the firm to be knowledgeable, innovative and solution focused. The firm deals with issues efficiently taking an economic approach. ”

→ Murray Denyer – former General Counsel ZESPRI International Limited.



I have been working with Kate and her team since 2001 through a number of positions. I have found Kate and her team to be personal, yet very professional, honest and always maintaining high integrity. ”

→ Rod Claycomb – Quantec.



James & Wells have provided excellent service throughout this period and have been Gallagher's patent attorneys for over 25 years. I have always found James & Wells to be highly professional. ”

→ Richard Johnson – Gallagher Group Limited.



We have been extremely impressed with the service and level of protection we have gained using James & Wells and they now have our total Intellectual Property business. ”

→ Wayne Leech – Bomac Research Limited.



James & Wells are recommended to clients requiring quality and integrity as staples in their business operation. Sensortec continues to receive excellent support and service from James & Wells ensuring ongoing continuity and excellence of patent and trade marks. ”

→ Sensortec Limited.

OUR TEAM

Our team is whoever you need it to be. We will match you with the right attorneys in terms of personality, qualifications and experience.

Contact Kate Wilson, our partner who heads Intellectual Property Strategy in James & Wells, to build your dream IP team.

CONTACT DETAILS

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clever thinking...

James & Wells Intellectual Property comprises the partnerships of James & Wells Lawyers and James & Wells Patent and Trade Mark Attorneys. For a full listing of the partners of each firm go to www.jaws.co.nz/partnership-structure.