



For Business

NEWS AND ADVICE FROM BIRKETT LONG

In this issue of For Business...

Compulsory licences for patented products; News on the extension of deadlines by Intellectual Property offices for trade marks, designs and patents; Trade mark registrations for particular colour shades; Launching a new rum endorsed by a world-famous explorer...

Compulsory licences – making demand meet supply for patented products



Extraordinary times often call for extraordinary measures, and there is no more extraordinary time than that of the present. COVID-19 is leading to shortages of all manner of products, not least consumer articles such as hand sanitiser, pasta and toilet rolls...

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The spirit of adventure



Birkett Long was recently tasked structuring a licensing deal between Sir Ranulph Fiennes and an Essex spirits distillery. The resulting rum is called 'The Spirit of Adventure : Sir Ranulph Fiennes' Great British Rum' and is available at www.sirranrum.com. We are pretty sure that it will be a big hit...

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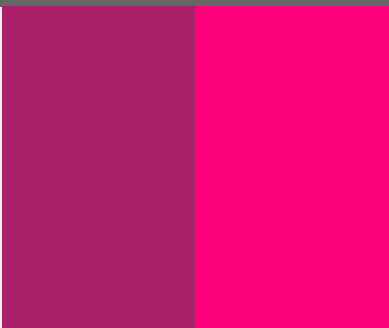
COVID-19 : the response of intellectual property offices



As the coronavirus epidemic sweeps across the World, the Intellectual Property Offices (IPOs) of different countries have been quick to respond and support clients. The UK IPO has issued a notice stating that 24 March 2020 and the subsequent period are "interrupted days"...

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In the pink: colour marks & overreaching rights holders



Birkett Long regularly makes European Community Trade Mark applications. Recently, a couple of those applications concerned icons and slogans in a distinctive shade of pink, shown on the left...

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