

Patent and Trade Mark Attorneys

Editorial submission request

We will soon be starting research for the 2014 edition of *The Legal 500 UK*, and invite you to provide us with editorial submissions along the attached guidelines.

Editorial submissions and referee spreadsheets for the Patent and Trade Mark Attorneys sections should reach us no later than **Friday 7 March 2014**.

If you have any queries, please email the address below, although you may first wish to check the FAQs at:

http://www.legal500.com/pages/uk_research

Yours sincerely



David Burgess
Editor, The Legal 500 UK
editorial@legal500.com

Corporate Counsel 100

The Legal 500 has launched the **Corporate Counsel 100 Series**, recognising the most innovative in-house lawyers in business. The research for this series continues throughout the year, and firms are encouraged to nominate at least one in-house individual per practice area.

For further information, please go to our dedicated web site:
<http://www.legal500.com/cc100series>

TIMETABLE

Referee spreadsheets should reach us no later than Friday 7 March 2014

Editorial submissions should reach us no later than Friday 7 March 2014

Follow-up interviews will take place between 7 April and 16 May 2014

Researcher contact details will be posted on our website on Monday 7 April 2014 at www.legal500.com/pages/uk_research

Patent and Trade Mark Attorneys

Editorial submission guidelines

Submissions by section

The Legal 500 UK recommends the practices of selected firms of patent and trade mark attorneys, based in London and/or the regions. The editorial is included in the **London – TMT** section, and the coverage is structured as two sections covering **Patent attorneys** and **Trade mark attorneys** nationally; this means that London-only firms are ranked alongside London firms with other offices outside London, and regional-only firms.

Please note that we do not currently publish a pro forma submission.

Separate submissions should be provided for the two sections, and should include the following information:

- 1) Feedback on the 2013 edition
- 2) Contact details
- 3) Detailed work highlights
- 4) Team information

Detailed submission guidelines follow (pages 4 to 6)

References

Please provide, in a separate spreadsheet, details of referees whom we can contact for feedback. See page 5 for details

Confidentiality

We will assume that all information provided to us is not confidential and may be referred to in the editorial, unless you indicate otherwise. Please clearly identify all confidential information – whether client names, or other details – by marking that information **CONFIDENTIAL**, in bold and upper case

TIMETABLE

Referee spreadsheets should reach us no later than Friday 7 March 2014

Editorial submissions should reach us no later than Friday 7 March 2014

Follow-up interviews will take place between 7 April and 16 May 2014

Researcher contact details will be posted on our website on Monday 7 April 2014 at www.legal500.com/pages/uk_research

Patent and Trade Mark Attorneys

Editorial submission guidelines

Sending submissions and referee spreadsheets

- Submissions, by section, should be emailed separately, to **editorial@legal500.com**
- Please complete the subject line in one of the two following ways:

UK/PATMA/Patent attorneys/[firm name]

UK/PATMA/Trade mark attorneys/[firm name]

- Referee spreadsheets should be emailed, separately from the submission to which they relate, to **editorial@legal500.com**, with the following subject line:

UK/PATMA/[firm name]

- Please do not send any hard copy submissions or referee spreadsheets

TIMETABLE

Referee spreadsheets should reach us no later than Friday 7 March 2014

Editorial submissions should reach us no later than Friday 7 March 2014

Follow-up interviews will take place between 7 April and 16 May 2014

Researcher contact details will be posted on our website on Monday 7 April 2014 at www.legal500.com/pages/uk_research

Patent and Trade Mark Attorneys

Editorial submission guidelines

Detailed submission guidelines

Feedback on the 2013 edition

Do you agree with the assessment of the practice in the editorial and ranking of the 2013 edition? This is the starting point for the research, so firms are encouraged to provide feedback, including advising as to a suggested ranking for the 2014 edition. (Please bear in mind that firms are ranked alphabetically within tiers)

Contact details

Please provide contact details for the person we should contact to arrange to follow up on the submission, ie contact name, position, email address and telephone number

Team information

Please identify:

- Practice head
- Total number of lawyers and attorneys in team
- Key lawyers and attorneys, together with a brief profile identifying level of experience and areas of specialisation
- Significant recent arrivals and departures
- Office location of all individuals named

Detailed work highlights

(All work referred to should fall between 01/01/2013 and 31/12/2013)

Please identify five key pieces of recent work for the team, identifying the key individuals involved and including a brief description of the work involved. You are encouraged to elaborate briefly in order to put each instruction in context, rather than simply listing the matter in question. Ideally at least one matter should be cleared for publication

You may wish to provide, in addition, a more general indication of your firm's specialisations and work handled in the course of the year, and may also identify other highlights, for example new client gains. Also helpful to researchers are lists of active

TIMETABLE

Referee spreadsheets should reach us no later than Friday 7 March 2014

Editorial submissions should reach us no later than Friday 7 March 2014

Follow-up interviews will take place between 7 April and 16 May 2014

Researcher contact details will be posted on our website on Monday 7 April 2014 at www.legal500.com/pages/uk_research

Patent and Trade Mark Attorneys

Editorial submission guidelines

key clients, and any hard facts that can be provided to put the practice in context relative to the firm's competitors; for example, you may wish to indicate the total number of filings and prosecutions handled

The focus of the research is on recent work. If, however, you think older work is significant – or would help us better to understand the nature of the practice – then please do mention it and explain why it is of interest. Other background information may also be provided. However, firms are warned against overloading the submission with details unlikely to assist researchers

References

Please provide details of referees whom we can contact for feedback. The list should preferably contain both longstanding clients/referrers of work and more recent gains. Firms are welcome to provide details of multiple individuals within a client or other organisation if felt appropriate

Details of referees must be provided in a separate document, as a spreadsheet in the prescribed format. The spreadsheet for PATMA firms can be found at

www.legal500.com/pages/uk_research

For detailed notes about how to complete a client spreadsheet, see the 'Client referees explained' document, at

www.legal500.com/pages/uk_research

A sample spreadsheet is also available, on the same page

To clarify how the referee spreadsheets are used, referees will be contacted by email shortly after the start of the research period, asking them for feedback on the firm and practice in question. They will also receive an email on publication of *The Legal 500 UK* in September 2014, stating that the results of the research are available to view, free of charge. Referees will **not** be put on any marketing lists

Patent and Trade Mark Attorneys

Editorial submission guidelines

The Legal 500 series received details of around 250,000 individual referees in 2013. To ensure referees are not repeatedly contacted, it takes time to process and deduplicate the spreadsheets. The referee deadline must be adhered to. We cannot guarantee to contact referees in spreadsheets delivered late

TIMETABLE

Referee spreadsheets should reach us no later than Friday 7 March 2014

Editorial submissions should reach us no later than Friday 7 March 2014

Follow-up interviews will take place between 7 April and 16 May 2014

Researcher contact details will be posted on our website on Monday 7 April 2014 at www.legal500.com/pages/uk_research